

Southern **BUILDING SUPPLIES**

APRIL, 1952

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



LUMBER STACKING METHODS CHANGED BY LIFT TRUCKS

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PREFINISHED WALLPANELS USED FOR EVERY OTHER JOB

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Dealer Keeps "Idea File" to Keep His Business Modern

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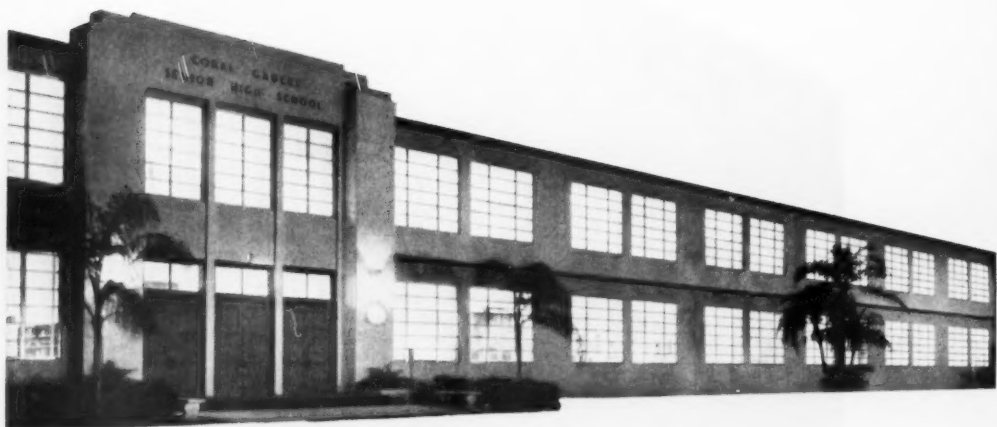


CONVENTION REPORTS from Carolina, Louisiana, Tennessee

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11,000 Copies This Issue

IN THE FINEST INSTALLATIONS

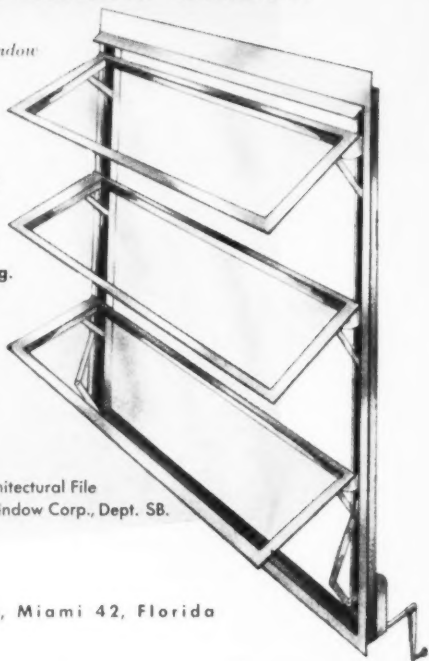


THE ALL-ALUMINUM MIAMI AWNING WINDOW

Look to the all-aluminum Miami Awning Window when beauty, long wear, and dependable operation are the important requirements.

- Constructed from extra-heavy aluminum alloy sections (63-ST5).
- Both sides of vent sections are actuated with equal pressure through a patented, concealed torque shaft allowing easy, balanced opening and closing.
- Plastic weather-stripping, optional.
- Available for immediate shipment.

For fine installations in schools, hospitals, office buildings and small homes, specify the all-aluminum Miami Awning Window.

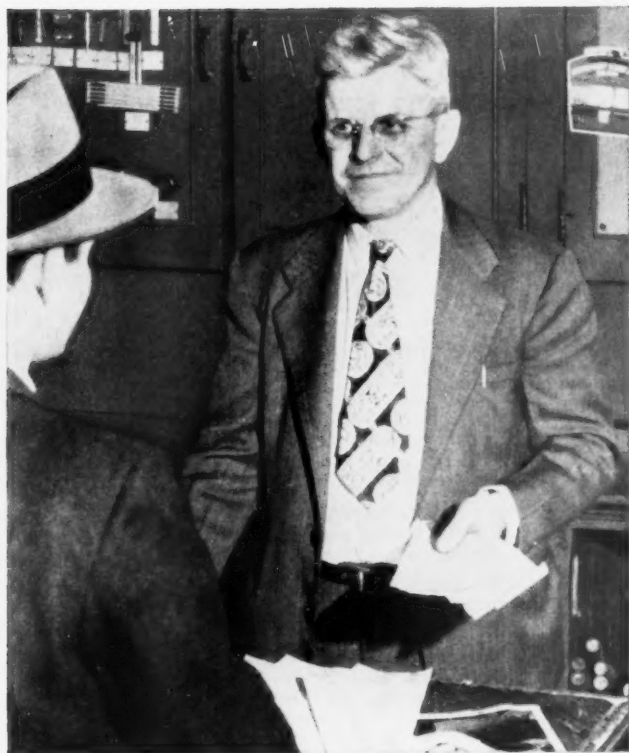


For further information, see Sweet's Architectural File
17A or — write, wire or phone Miami Window Corp., Dept. SB.
Mi

5200 N. W. 37th Avenue, Miami 42, Florida

Air Infiltration Tests Taken by Pittsburgh Testing Laboratories

Cheairs Porter says, "Most of Our Best Customers Read Farm and Ranch Southern Agriculturist"



Cheairs Porter is the President of the successful hardware firm of Porter Walker Hardware Co., Inc., of Columbia, Tennessee and is also a farmer in this community. Founded in 1907, Porter Walker Hardware Co., Inc., is now the largest hardware firm in the Columbia trading area and depends, to a major degree, upon its 12,000 farm families for a flourishing, prosperous business.

Mr. Porter went on to say, "I have checked over the Maury County subscription list of Farm and Ranch-Southern Agriculturist and I am greatly impressed with the number of our leading farmers who subscribe to your magazine. Over 75% are good customers of ours. These people are among the best farm families in this territory."

"In our trading area there are 12,724 farms of which 9,317 are electrified. These families are the backbone of our business. From the outset in 1907, the farmer has been our best and most consistent customer. In the early stages our billing was every six months. Electrification and crop diversification have changed all that. Now our billing is on a 30-day basis and without the farmer we would be out of business."

"Even during the depression it was the farmer who kept us going. Town families stopped buying, but not the farmers. They had to keep buying to operate their farms . . . without their business we would have closed our doors."

"National advertisers doing business in areas like ours should realize that the farmer is the man to be sold. When over 75% of your subscribers are our customers it stands to reason that we will do more business on products which are advertised in Farm and Ranch-Southern Agriculturist."

Special Notice to Sales Managers, Advertising Managers and Media Directors.

What Mr. Porter has to say about the Southern Farm Market is fully substantiated by the agricultural statistics in the 1950 census. We are preparing a state-by-state digest of these figures as they are released. We will be happy to mail them to you as they come off the press.

FARM AND RANCH SOUTHERN AGRICULTURIST

NASHVILLE, TENNESSEE

More Southern Farm Families read Farm and Ranch-Southern Agriculturist than any other publication . . . circulation guarantee—1,290,000.

Just sign the coupon
and mail it to us.

FARM AND RANCH SOUTHERN AGRICULTURIST, DEPT. SBS 4, NASHVILLE, TENN.
Please put me on your mailing list for state-by-state digest of 1950 agricultural statistics.

NAME _____ FIRM _____ ADDRESS _____ CITY _____ ZONE _____ STATE _____

TITLE _____



FOR **QUALITY** YOU CAN TRUST
CLAY PIPE'S A MUST
TURN TO **OCONEE** TODAY

**ON JOBS LARGE AND SMALL
OCONEE has ALL the PRODUCTS**

- Vitrified Clay Pipe** • strong, durable, dealer sizes complete with fittings, specials, and all house connection requirements.
- Brick and Structural Clay** • face brick, refractory brick, structural tile, flashing blocks and load bearing structural specialties.
- Refractories** • flue liners, grate backs, stove pipe, thimbles, refractory shapes and prepared fire clay mortar mix.
- Farm Drain Tile** • fully round, strong, distinctive in appearance, always available in the popular 4" and 6" sizes.


GO ALL THE WAY WITH OCONEE CLAY

CONSOLIDATE
your orders with **OCONEE**
—IT PAYS!

OCONEE
CLAY PRODUCTS COMPANY

Milledgeville

Georgia

USE
CLAY

PIPE

FREE to Building Supply Dealers

★ ★ ★ Use Handy Coupon Page 7

PRINTED HELPS

12. Installment Financing. Concise new handbook and guide explains system based on FHA Title I and regular ABC supplementary plan of financing home improvements and repairs. Allied Building Credits, Inc., P. O. Box 3426, Terminal Annex, Los Angeles 54, Calif.

14. Ventilating Fans. New specification sheets describe Murray line of fans, including 20- and 24-inch window fans and vertical and horizontal ventilating fans. Exclusive sales agent is the H. C. Biglin Company, Inc., 177 Harris Street N. W., Atlanta 3, Georgia.

16. Maple Flooring. Six new folders are available on The "Thrifty Third" of Hard Maple and Birch; Where Second Grade Means Excellent; Northern Hard Maple Flooring; For Real Economy—Use Third Grade; Useful 1½-Inch Face Width; Finishing Northern Hard Maple the MFMA Way. The Maple Flooring Manufacturers Association, Pure Oil Building, 35 East Wacker Drive, Chicago, Ill.

18. Exterior Plywood. "Better Farm Buildings with Exterior Plywood" is a two-color folder that covers use and construction of farm buildings and equipment of plywood. It includes over 100 photographs, charts, tables, and construction details. The Douglas Fir Plywood Association, Tacoma Building, Tacoma 2, Wash.

26. Glass for Construction. Shows use of flat glass as windows, window walls, doors, partitions, transoms, clerestories. 24-pages. Characteristics of products. Specification helps. Libbey-Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio.

28. Protective Paper. Two folders on uses of Sisalkraft protective papers are sent on request. One describes covering and protection uses. The other describes low-cost lining for attics, poultry houses, and other uses. The Sisalkraft Company, 205 W. Wacker Drive, Chicago 6, Ill.

30. Flush Doors. A 12 page full color catalog gives details of design and construction of Mengel hollow-core and solid-core flush doors. Included are complete specifications, sizes, weights, and face species. Plywood Division, The Mengel Company, Louisville 1, Ky.

32. Thrif-T Woodwork. Illustrated 48-page catalog contains complete descriptions and specifications of Thrif-T packaged millwork items for windows, casements, exterior and interior doors, china cases, wardrobes,

mantels, overhead garage doors. The Roach and Musser Company, Muscatine, Iowa.

34. Aluminum Sink Frames. Four-color folder gives complete instructions for installing Trimedge extruded aluminum sink frames. Imprinted with the dealer's name, the folder is an appropriate self-mailer. Trimedge, Inc., 4021 Mahoning Avenue, Youngstown 1, Ohio.

36. Builders Hardware. New items and improvements in the Adams-Rite line of locks and builders hardware specialties are shown in catalog No. 49. The Adams-Rite Manufacturing Company, 540 W. Chevy Chase Drive, Glendale 4, Calif.

40. Ideal Millwork. Folders illustrate and describe Ideal Brand kitchen cabinets, wood window units, colonial entrances, fireplace mantels, linen and corner cabinets, and other millwork. William Cameron and Company, Wholesale, Box 889, Waco, Tex.

42. Thresholds. Twelve types of aluminum thresholds available. Aluminum weatherstrip or spring bronze to match. Asbestos siding trim available in aluminum and zinc metal. Write for descriptive literature and prices. Southern Metal Products Corporation, 921 Rayner Street, Memphis, Tenn.

44. Material-Handling Equipment. A specification chart for 45 standard Ross carriers is included in an attractive new bulletin. Various models are shown in action in the photographs. The Ross Carrier Company, Benton Harbor, Mich.

46. Hollow-Core Doors. Selling points of Paine Rezo hollow-core flush doors are described in an attractive three-color folder. Sketches show interlocking air-cell grid core and other construction details for various door styles. The Paine Lumber Company, Ltd., Oshkosh, Wis.

48. Asphalt Shingles. A new four-color folder for consumer distribution shows the interlocking windproof feature of Ruberoid Dubl-Coverage Tite-On shingles. When held up to the light, this clever folder shows the double and triple coverage of the shingles. The Ruberoid Company, 500 Fifth Ave., New York 18, N. Y.

50. SSIRCO Building Products. Illustrated literature, newspaper advertising mats, radio scripts, instruction sheets, and price lists are available on roofing, siding, plywood, wallboard, insulation, garage doors, and screening. Advertising Department, Southern States Iron Roofing Company, P. O. Box 1159, Savannah, Ga.

54. Metal Awnings, Shutters, Accessories. Leigh ornamental shutters, awnings, door canopies, grilles, and ventilators are described in a colorful new catalog, 52-L. Installation data and specifications are given. Also described are flower boxes, mail boxes, clothes chutes, package and milk receivers, garbage units, recessed show racks, and other accessories. Leigh Building Products Division, Air Control Products, Inc., Coopersville, Mich.

60. Clay Pipe and Specialties. Attractive two-color booklet describes Oconee vitrified clay sewer pipe, fittings, flue, brick, drain tile, and structural specialties. The Oconee Clay Products Company, Milledgeville, Ga.

64. Masonry Cement. Pocket-size booklet contains suggestions for better masonry construction, tables showing amounts of mortar and masonry products needed, and general information on Cumberland Portland Cement Company, Chattanooga Bank Building, Chattanooga 2, Tenn.

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.
Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the April, 1952, issue of S'B'S with these key numbers: _____

Name _____

Position _____

Firm _____

Mail Address _____

City, State _____



Profit-makers from

rarin'-n-ready to

MUSTANG ASBESTOS ROOFING SHINGLES

Embossed with the charming grain of weathered wood, Mustang Shingles are strongly made of long fiber asbestos and Portland cement—will not burn, rot, corrode, warp or shrink. They're uniform in size and thickness, apply quickly, easily, at lower installation costs. Made in two beautiful styles—Dutchlap No. 31 16" x 16" and Dutchlap No. 26 12" x 24" in white and several beautiful colors. For profits this spring, order Mustang Asbestos Roofing Shingles today.

MUSTANG ASBESTOS SIDING SHINGLES

Recommend Mustang Siding for new construction or re-siding. Designed for durability, Mustangs are made of two practically indestructible materials—asbestos and Portland cement. They're fire-resistant, rot-proof, shrink-proof, warp-proof—actually last a lifetime. No maintenance necessary. The non-fading ceramic granules "stay-put" permanently—give lasting color that's easy to clean and keep clean.

White and several beautiful colors available. Stock up now for a profitable spring season.

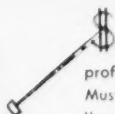


OTHER FAMOUS PRODUCTS FROM THE HOUSE OF CAREY

- Fire-Chex Asbestos-Plastic Shingles • Fire-Guard
- Rock Wool Insulation • Ceramco Siding
- Careysote Board • Miami-Carey Bathroom Cabinets,
- Accessories, Kitchen and Attic Ventilating Fans
- Other famous products for Home, Farm and Industry

the Mustang line

"Brand" you for profits this spring



More and more southern dealers are stocking and pushing these Mustang profit-makers. They know from past, profitable experience that the most wanted Mustang styles and colors are available for immediate delivery. They know this "rarin'-n'-ready-to-sell" line is competitively priced to turn fast—allow really lush returns per dollar invested. And they're confident they're backing a brand that is widely and favorably known for quality, beauty and durability.

Why don't you ride the profit range this spring with Mustang? It pays!

Get the full story on the complete Mustang-Carey line from your Carey Representative right away. Or check and mail this coupon for further information today.



*Have you heard
the latest?*

The products shown on these two pages are now backed by two famous names—Mustang and Carey. The Mustang brand, known for quality asbestos-cement roofing and siding throughout the South, recently joined the over 800 fine products of the House of Carey. Now you can order both Mustang and products manufactured by The Philip Carey Manufacturing Co. from your Carey Representative.

THESE FAMOUS CAREY PRODUCTS ARE NOW AVAILABLE THROUGH THE MUSTANG DIVISION OF CAREY

CAREY ROOF COATINGS

A complete line of fibrated and non-fibrated roof coatings for all types of roofs—the result of intensive research and over 79 years' experience.

CAREY FIRE-CHEX ASBESTOS-PLASTIC SHINGLES

First and only shingle ever rated Class A* by Underwriters' Laboratories—highest fire-protective rating attainable! And Fire-Chex resist blistering, warping, curling, defy powerful winds. They're made for application in gorgeous solid colors and new Shadow Blend Roof Designs, copyrighted as "works of art."

*[without asbestos underlayment]

CAREY DAMP-PROOFING MATERIALS

A complete line of high quality asphalt damp-proofing materials to fill every building and maintenance need. Tough, lasting coatings that positively lock out moisture. Easily applied with brush or trowel.



**MUSTANG
DIVISION**

Carey

Mustang Division, The Philip Carey Manufacturing Co.,
P. O. Box 1082, Houston, Texas

Gentlemen:

Please send me—without obligation—literature on the following subjects:

- ☐ Asbestos-Cement Siding ☐ Asbestos-Cement Roofing
☐ Carey Fire-Chex ☐ Asphalt Paints, ☐ Cements, ☐ Coatings

Name _____

Company _____

Address _____

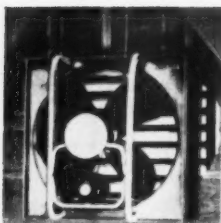
City _____ Zone _____ State _____

QUIET-SPRING MOUNTED

CHELSEA

RESIDENTIAL and COMMERCIAL

FANS—for complete
comfort
cooling!



TYPE THB COMPLETE PACKAGE UNIT, WALL-MOUNTED COMFORT COOLER—For cooling homes, offices, stores, restaurants, churches and shops. Eleven sizes 24 to 60".

Quiet operation, quick and convenient installation, high air deliveries and certified ratings are all features of Chelsea's spring mounted comfort coolers for the home and for commercial applications. Complete package units including fan, springs, supports, automatic shutter and canvas boot which forms anti-vibration seal between fan and attic wall or floor. See your Chelsea distributor, now!



TYPE EVB COMPLETE PACKAGE UNIT, FLOOR-MOUNTED COMFORT COOLER—For vertical discharge installation especially recommended where space is limited between ceiling and roof. Five sizes 24" to 48". Also, Type INEV for commercial and industrial installations.



TYPE WPR 18 & 22 SPIN-TYPE FANS WITH TWO SPEED, REVERSIBLE DRIVE—High air delivery fan has adjustable panels and two speed switch.



TYPE WPJ 12 WINDOW FAN WITH ADJUSTABLE PANELS, TWO SPEEDS—Chelsea junior size fan for homes, offices, apartments and stores.

WRITE FOR LITERATURE on all residential and commercial installations address Dept. Q4.

This is your symbol of certified ratings →

← This is your symbol of quality



CHELSEA FAN & BLOWER CO., Inc.

PLAINFIELD, NEW JERSEY

ASSOCIATION DIRECTORY

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Alabama Building Material Exchange—519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

Arkansas Association of Lumber Dealers—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: E. E. Bonsteel, Harrison, Ark.

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Building Material Merchants of Georgia—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: W. R. Bedgood, Athens, Ga.

Lumbermen's Association of Texas—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. Preston 9157. President: W. B. Milstead, Houston, Tex.

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Mississippi Retail Lumber Dealers Association—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: W. P. Kelly, Winona, Miss.

National Retail Lumber Dealers Association—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NATIONAL 6757. President: Clyde A. Fulton, Charlotte, Mich.

Oklahoma Lumbermen's Association—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Robert A. Parker, Ponca City, Okla.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: M. C. Davidson, Houston, Tex.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary Manager: Robert F. Darrah. Tel. 3051. President: Arthur C. Bishop, Louisville, Ky.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary Manager: Allan T. Flint. Tel. Victor 2265-6. President: Henry H. Jones, Little Rock, Ark.

Tennessee Building Material Association—711 Broadway, N. E., Knoxville 17, Tenn. Secretary Manager: R. O. Brownlee. Tel. 2-0185. President: Fleming Smith, Nashville, Tenn.

Virginia Building Material Dealers Association—3305 Monument Avenue, Richmond 21, Va. Secretary Manager: Harris Mitchell. Tel. 6-1749. President: Maurice R. Large, Farmville.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: C. L. Lantz, St. Albans, W. Va.

The finest masonry work starts with

Cumberland Masonry Cement



THE 10 BASIC
REQUIREMENTS OF
HIGH-QUALITY
MASONRY CEMENT*

1. Plasticity
2. Body
3. Strength
4. Yield
5. Color
6. Adhesion & Bond
7. Negligible Shrinkage
8. Water Retention
9. Water Repellency
10. Non-efflorescing

**Cumberland
gives you all 10!*

◀ Interstate Building, Chattanooga; Mark K. Wilson, Contractor; Hart, Freeland & Roberts, Architects; T. A. Wild, Masonry Contractor; T. T. Wilson Co., Masonry Cement Supplier.

Today, all types of buildings, from factories to stores and offices, are being constructed with an eye to beauty as well as practicality and efficiency. And today, where beauty is important, the masonry cement of choice is Cumberland. Cumberland Masonry Cement has a pleasing light color that adds to the appearance of the masonry units—and it *keeps* its fresh, bright good looks, even after years of weathering.

What else does Cumberland have to offer? Well, for one thing, there's strength. Masonry bonded by mortar made with Cumberland Masonry Cement is extra strong—it resists stress far greater than is normally encountered.

Strength and beauty are only two of the many reasons why Cumberland Masonry Cement is better. Try it yourself on your next job and see for yourself just how good it is.



Cumberland

PORTLAND CEMENT COMPANY

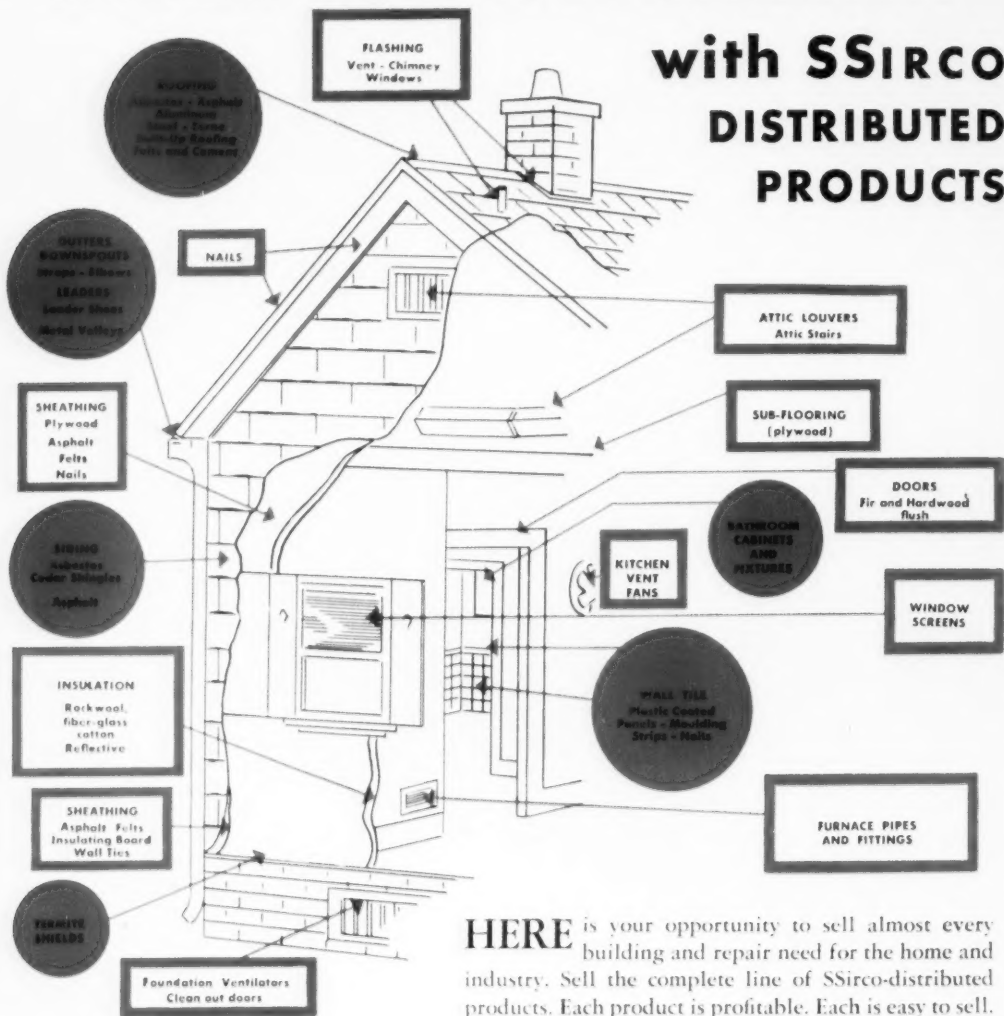
Chattanooga Bank Building • • Chattanooga 2, Tennessee

Portland — High Early Strength — Air Entraining — Masonry

Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.

...from ROOF to FOUNDATION—

with SSirco DISTRIBUTED PRODUCTS



**Make More Money with This
Easy-to-Sell Line of Quality Products with Well-Known Names**

HERE is your opportunity to sell almost every building and repair need for the home and industry. Sell the complete line of SSirco-distributed products. Each product is profitable. Each is easy to sell. Each is a quality product—a well-known name. And you get prompt *Overnight Delivery or Drive-In Pick-Up* from one source of 16 Warehouses at strategic points throughout the South. Add free selling-aids, and you have the combination for real profits.



SOUTHERN STATES

OVERNIGHT SERVICE FROM

Savannah, Ga.

Albany, Ga.

Orlando, Fla.

Birmingham, Ala.

Atlanta, Ga.

Augusta, Ga.

Tampa, Fla.

Jacksonville, Fla.

IT'S EASY TO SELL THE BEST...



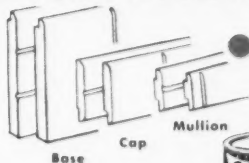
TRI-DEM SCORING . . . exclusive Barclay feature gives three dimensional effect . . . real tile-like appearance!

Dealers like Barclay Paneling because it means higher profits, satisfied customers, repeat sales! Applicators like Barclay Paneling because it's quickly and simply installed. Most important, Homeowners want Barclay Paneling for its smart, modern appearance, smooth, easy-to-clean surface, and extreme low cost!

Barclay Paneling is ideal for homes, stores, and offices. It's available in three surface designs . . . Tile Pattern, Solidtone, and Stream-Lined. Get Bigger Sales, offer Barclay's Three Way Savings . . . low price . . . low installation cost . . . no expense of painting or redecorating.

GET THE ACCESSORY BONUS! Barclay Accessories average 40% extra profit on every tileboard order! Stock and sell Barclay Paneling and Accessories for bigger business! Write today for details!

● PRESWOOD MOULDINGS



Base

Cap

Mullion

● ALUMINUM MOULDINGS



Divider

Edging



Inside Corner

Outside Corner

Tub Moulding

Mastic Cement



IRON ROOFING CO.

15 BRANCH WAREHOUSES

Hartleburg, Ala.

Nashville, Tenn.

Louisville, Ky.

Raleigh, N. C.

New Orleans, La.

Memphis, Tenn.

Columbia, S. C.

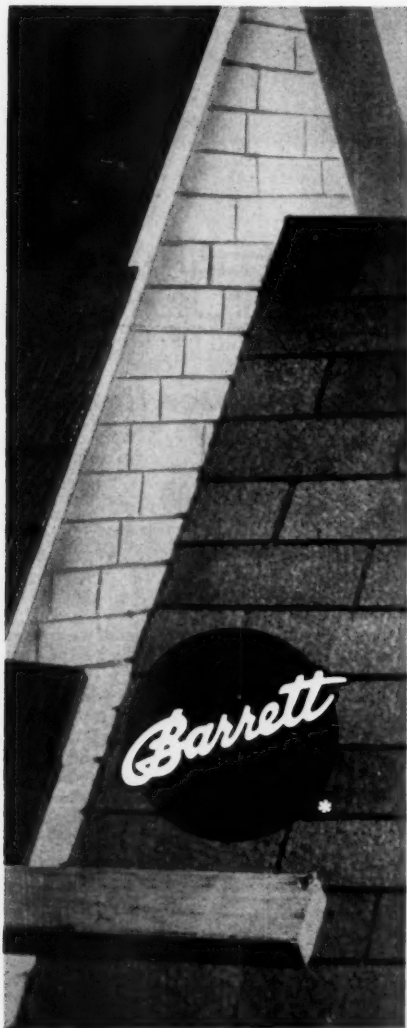
Richmond, Va.

**You can't give your customers
than an asphalt shingle
And you can't give them a**



a better shingle value

...
better asphalt shingle than Barrett*!



1. **Priced right for you!** Superior value at a competitive price. Profit-maker!
2. **Every Barrett shingle is made right!** Only Barrett gives such *uniform* high quality because only Barrett has such complete control of raw materials.
3. **All the newest colors your customers want!** See the revolutionary new range of pastels!
4. **A type of shingle for every need!** The right shingle for every job, every climate, every kind of roof.
5. **Long wear!** Durable and fire-resistant. Roof with Barrett, and you and your customers haven't a shingle worry in the world!

BARRETT'S BUSINESS
IS BUILDING YOUR BUSINESS!

For the *newest*
in roofing, look to

BARRETT

the greatest name in roofing

THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 RECTOR STREET, NEW YORK 6, N. Y.

205 W. Wacker Drive, Chicago 6, Ill.

1327 Erie St., Birmingham 8, Ala.

36th & Grays Ferry Ave., Philadelphia 46, Pa.

In Canada: The Barrett Company, Ltd.

5551 St. Hubert Street, Montreal, Quebec

Reg. U. S. Pat. Off.



**"Our paint department is
successful and profitable...**

**... because we have featured the Pee Gee line
exclusively over a long period of years."**

**R. P. London, Jr., President
London Hardware Company
Johnson City, Tenn.**

Mr. London keeps the Pee Gee line right up front in his big, recently remodeled store. His progressive further comments are instructive:

"The reason for remodeling is, of course, to keep abreast of the times . . . in merchandising, display, and the many other factors that make a modern retail store. But . . . through the years and all the changes . . . we continue to feature the complete Pee Gee Line for a very definite reason. We have found that Pee Gee too, believes in remodeling, in keeping abreast of the times, in improving and developing their products, in introducing new prod-

ucts, and in continually striving to help their dealers do a better selling job.

"As we continue to grow and expand, we have an ally in the management of Pee Gee, with the same goal as ours . . . to serve the public better."

We at Pee Gee underlined those words of Mr. London's, because that's the clearest statement of Pee Gee's dealer policy we've ever read!

If you want a profitable, successful paint department from the very start, we suggest you investigate a Pee Gee dealership . . . as Mr. London did a good many years ago!

PEASLEE-GAULBERT PAINT & VARNISH COMPANY

223 N. 15th Street, Louisville, Kentucky

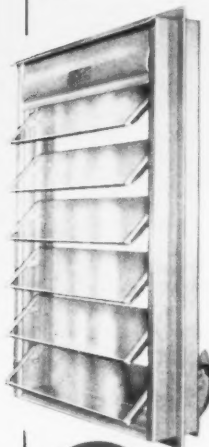
Serving the South Since 1867



TAP *this 4 billion dollar market*

Remodeling this year will be big . . . *four billion dollars big!* Families are growing by leaps and bounds. They've got to "MAKE MORE ROOM." Show 'em the easy way to do it: by enclosing porches, adding breezeways. It's a remodeling "natural" . . . the market's wide open. Get the jump on competition—now!

Here's How:



THIS WINDOW TURNS PORCHES, BREEZE- WAYS INTO YEAR-ROUND ROOMS

The Ualco Jalousie, with its satin-smooth aluminum frame and smart glass louvers, is taking the remodeling market by storm. **Has eye appeal!** Makes a beautiful sunroom—a dramatic breezeway. **Practical!** Turns open porches into all-climate rooms that are weather-tight in winter; 100% cool in summer. Needs no weatherstripping; no maintenance. Be the first in town to sell Ualco Jalousie windows and doors—with Ualco's new, sales-tested display. (Read details on right.)



ALUMINUM JALOUSIES

THIS DISPLAY

SELLS CUSTOMERS THE IDEA
—AND THE JOB!

Here's what happens when you put this display to work for you: It grabs the customer's attention. Plants the "bug" in his mind to MAKE MORE ROOM. Shows him how . . . with pictures of attractive installations. Shows him the actual window . . . what it looks like, how it operates — because there's an actual jalousie in the display. **YOU DON'T HAVE TO TIE UP MONEY IN LARGE STOCKS. WE GUARANTEE IMMEDIATE FILL-IN-SHIPMENTS.** This eye-catching, three-



color display is available to you at once. Here's our offer: We bill you only \$19.25 (our actual cost) — **BUT THE ENTIRE \$19.25 IS DEDUCTED FROM YOUR INITIAL ORDERS.** Actually, it costs you nothing. Send your order now. This display will make you money!

FREE Salesbuilder Kit!

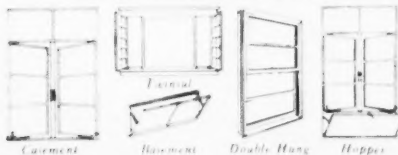
NEWSPAPER MATS
MAIL STUFFERS
RADIO SPOTS

TELEVISION SPOTS
WINDOW BANNERS

TV

This Ualco Jalousie kit is loaded with sales help. Brings customers in. Gets you inquiries, phone calls. Helps you sell other materials, too!

• There's a Ualco Aluminum Window for Every Construction Requirement including:



See Our Catalog In Sweet's
UNION ALUMINUM CO., INC.
Sheffield, Ala.

World's largest manufacturer
of aluminum casement windows

TEAR OFF ORDER TODAY

Union Aluminum Co. Inc.
Sheffield, Alabama—5854

Gentlemen:

☐ Please send at once UALCO ALUMINUM JALOUSIE DISPLAY. Please bill my account for \$19.25. I understand the full \$19.25 will be deducted from my initial orders.

☐ Please send complete "MAKE MORE ROOM" Sales Kit, *without charge.*

☐ Please send catalog, technical data, prices.

Firm. _____

Address. _____

City. _____ State. _____

Signed. _____

Another Selling Service

Modern Farm Buildings
That Save Chores Hours...Increase Farm Income
From the
WEYERHAEUSER 4-SQUARE FARM BUILDING SERVICE

FARM HOMES!
See all The Buildings and Homes in this Service

BLUEPRINTS ARE AVAILABLE FOR ALL DESIGNS

A SIZE AND TYPE OF BUILDING FOR EVERY FARM USE!

MODERN HOMES AND BUILDINGS FOR THE FARM

Regular Promotion Program
During the year, four sets of promotion material will be issued to help you sell more farm buildings.

WEYERHAEUSER 4-SQUARE FARM BUILDING SERVICE

Single Arch FEEDER BARN
Arched Roof FEEDER BARN

DEAN & DEAN

Weyerhaeuser 4-Square

to help our customers...

Weyerhaeuser offers Retail Lumber Dealers

**ANOTHER PRACTICAL, EFFECTIVE
PROFITABLE WAY OF SERVING FARMERS**

Soon, your Weyerhaeuser district representative will give you complete information concerning a new powerful merchandising program, developed to make the 4-Square Farm Building Service an even more effective selling tool.

Available for your use will be an interesting series of easy-to-read, tabloid-size broadsides which we will mail regularly to your farm customers . . . several colorful new farm building posters . . . an attractive, informative farm home and service building plan book which displays 16 modern farm homes and 171 service buildings and equipment items . . . ad mats for your newspaper advertising . . . a separate complete catalog of equipment items . . . descriptive literature for counter use or local mailing.

Weyerhaeuser adds to this localized pro-

gram a continuous schedule of farm paper advertising which tells millions of farm readers about the 4-Square Farm Building Service.

Backing up this selling program are the well known qualities of trade-marked Weyerhaeuser 4-Square Lumber. Efficiently manufactured, carefully graded, accurately cut, it is truly the most economical material for farm construction.

This is another opportunity for Weyerhaeuser 4-Square Lumber Dealers to strengthen their positions as the best sources of design information for all farm building. It means better and more profitable business . . . month after month.

WEYERHAEUSER SALES COMPANY
ST. PAUL 1, MINNESOTA



Farm Building Service

These are the features that make

ASBESTONE

SIDING SHINGLES

sell quicker for you!

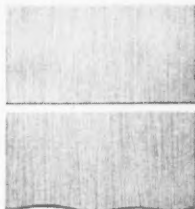
- ✓ **Beautiful**—adds distinction and value to any building
- ✓ **Durable**—lasts a lifetime
- ✓ **Economical**—moderate initial cost—practically no upkeep
- ✓ **Fireproof**—absolutely incombustible
- ✓ **Weatherproof**—does not rot, rust or corrode
- ✓ **Termiteproof**—no organic matter for termites to eat
- ✓ **Insulating**—homes are snug in winter, cooler in summer
- ✓ **Easy to apply**—on new houses or over old siding



COLORS AND DESIGNS THAT SELL ON SIGHT!

- Deep woodgrain texture
- Straight or wavy edge

4 Popular home Colors—
Gray, Greentone Blend,
Bufftone Blend, White.



More and more Beautiful Homes have ASBESTONE Roofing Shingles

DESIGNS AND FINISHES YOUR CUSTOMERS WANT!
Dutch Lap—Deep woodgrain finish
Hexagonal—Smooth finish
Early American Strip—Traditional wood-texture finish

Modern! ASBESTONE Wallboard

For homes, stores, offices — For interior partitioning and exterior finishes . . . easy to install . . . fireproof . . . can be painted for color effects. Ideally suited for all types of farm buildings. Available in both "Flexible" and "Utility" grades.

Asbestone also manufactures the famous Corrugated Asbestone Roofing and Siding in two weights — Corrugated Standard "400" and Economy "250".

All Lifetime Products of



5300 Tchoupitoulas Street • New Orleans, Louisiana

Specialists in Asbestos-Cement
Building Products for Over 25 Years



Ideally suitable for modern color themes, particularly the brilliant new Oriental shades.



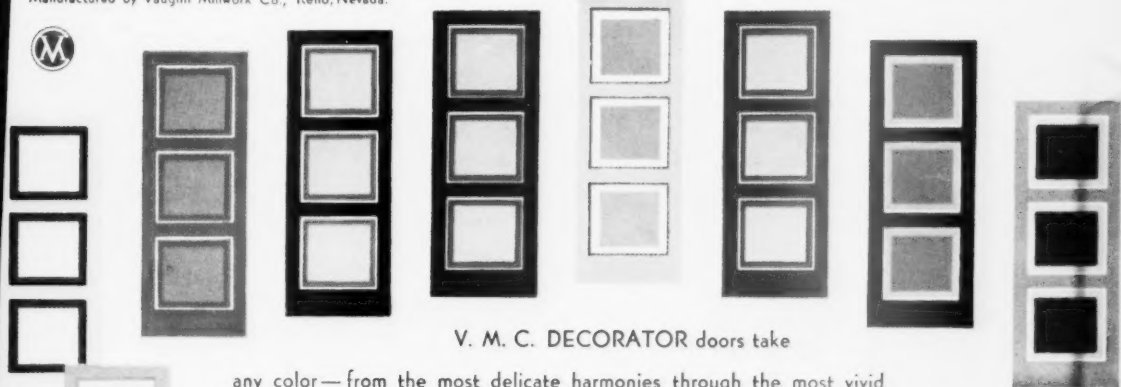
The color harmony of your Decorator Door carries out the individuality of your kitchen.



The V. M. C. Decorator Door blends the soft tones of your TV room into one lovely unit.

DECORATOR DOORS *capture the color of your rooms!*

Manufactured by Vaughn Millwork Co., Reno, Nevada.



V. M. C. DECORATOR doors take

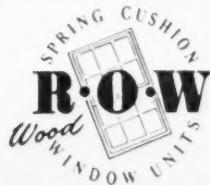
any color—from the most delicate harmonies through the most vivid

modern and Oriental combinations. Designed for easy painting.

V. M. C. DECORATOR DOORS are designed for easy painting. They're so finely finished that even the amateur's brush moves smoothly over a selected color area without smearing or overlapping other areas.



A revolutionary step in imaginative interior decorating! For the first time, a door that is truly PART of the room. Now, color harmonies can flow smoothly—eliminating unsatisfactory breaks in color continuity—a feature your customers will appreciate. V. M. C. DECORATOR DOORS are especially effective in modern and ranch type homes and add that touch of smartness in the remodeling and redecorating of old homes with traditional interiors. Made of durable white pine, V. M. C. DECORATOR DOORS are manufactured by Vaughn Millwork Co., Reno, Nevada. For more profit, more customer satisfaction, always recommend V. M. C. DECORATOR DOORS. Standard and popular sizes are available.



DISTRIBUTORS

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia





Mr. Merchandiser:

HERE'S WHY YOU CAN RECOMMEND

WITH CONFIDENCE R • O • W

Removable WOOD WINDOWS

**SO EASY TO
CLEAN!**

How the housewife will welcome these weather-stripped, removable windows! Not only do they give her good ventilation, plus more light and beauty, but to clean them she simply has to press gently, lift them out—a whisk and a whee and they're clean! Yet when they're locked, they are completely rattle-free and burglar proof.



**EASY TO
INSTALL!**

**EASY TO
PAINT!**



Carpenters and painters are enthusiastic about R • O • W Spring Cushion Wood Windows, too. Why? Talk to the men who handle them. The carpenter will tell you they go in so easily they are practically no work at all, and the painter will tell you how easy it is to work with these R • O • W windows. For more satisfied customers, and more profit to you, always recommend R • O • W Removable Wood Windows.

R • O • W

DISTRIBUTORS

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

MILLWORK PLANT, RENO, NEVADA

THE WORLD'S LARGEST WOOD WINDOW UNIT MANUFACTURERS

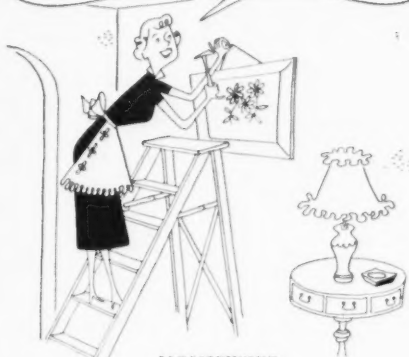
Here's why they buy



TENSULATE PERLITE



I NAIL RIGHT THROUGH MY WALLS
...THEY DON'T CRACK.



HOUSEWIFE

ALLOWS MORE FREEDOM AND ECONOMY IN
DESIGN...IDEAL FOR REMODELING
AND FIREPROOFING.



ARCHITECT

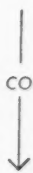
NO TENDENCY TO SAG...DRIES FAST...
WORKS SMOOTHLY UNDER TROWEL.



PLASTERER



MAIL COUPON



TENNESSEE PRODUCTS & CHEMICAL CORPORATION
FIRST AMERICAN NATIONAL BANK BUILDING, NASHVILLE, TENNESSEE
Please send me more information about Tensulate Perlite

NAME _____ FIRM _____ STREET _____ CITY _____ ZONE _____ STATE _____

TITLE _____



Sammy's right! Nobody can duplicate the genuine Heatilator® Fireplace. Dealers will find it's easier to sell a Heatilator Fireplace because it's easier to sell the leader. Builders will find the Heatilator Fireplace cuts construction time, eliminates construction grief, and makes houses easier to sell!

The Heatilator Fireplace unit comes complete from floor to chimney flue . . . with firebox, throat, downdraft shelf, damper and smoke dome fully assembled and ready to install. It standardizes construction without limiting mantel design or decorative treatment.

The Heatilator Fireplace is the leader with customers and home-buying prospects because its scientific design assures trouble-free operation and eliminates the common causes of smoking. It circulates heat instead of wasting it up the chimney—an extra-value feature people are looking for these days. This famous fireplace unit has been proved in use by hundreds of thousands of satisfied home owners! For complete data and specifications write: Heatilator, Inc., 354 E. Brighton Ave., Syracuse 5, N. Y.

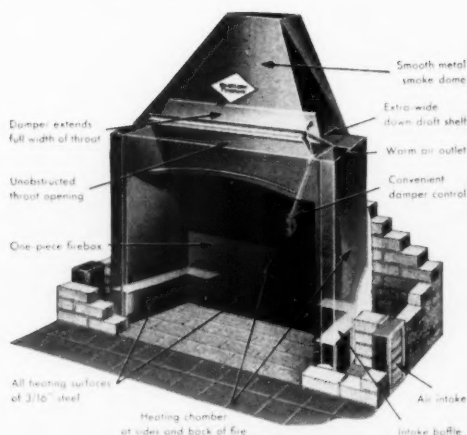
®Heatilator is the reg. T.M. of Heatilator, Inc.

GOODBYE GRIEF!

when you sell or
specify the famous

HEATILATOR FIREPLACE

T. M. REG. U. S. PAT. OFF.



BIGGER SALES • FASTER TURNOVER • MORE PROFITS
with STEELCRAFT BUILDING PRODUCTS
A complete line of fast-moving metal building
specialties currently available from one source
in LTL or mixed carload shipments.



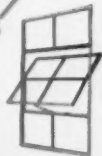
STEEL DOOR FRAME

One-piece welded construction . . . won't crack, shrink, swell or warp. Reinforced mitered corners won't open. Hinges spot welded to frame; adjustable brass strike plate furnished. **BONDERIZED**



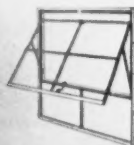
STEEL LINTELS

Steelcraft formed steel lintels are available in a wide range of stock sizes for any window or door opening. Continuous ribs strengthen the heavy gauge steel. **BONDERIZED**



INDUSTRIAL STEEL WINDOWS

Steelcraft pivoted and commercial projected windows are engineered for permanent easy operation of the vented section. They cannot stick, warp or shrink and are **BONDERIZED** for protection.



STEEL SLIDING DOORS

Easy screw-driver installation in just 15 minutes. Adds more useable space inside and outside the closet. Packed in individual carton complete with necessary hardware and instructions. **BONDERIZED**

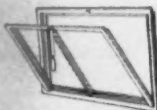


CASEMENT WINDOWS

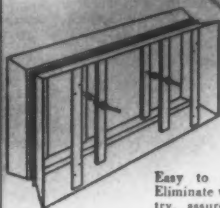
Easy to operate . . . easy to clean. They are permanent, weather-tight and provide maximum light and ventilation. Available in all popular sizes. Picture windows, frames and combinations are standard items. **BONDERIZED**



BASEMENT WINDOWS UTILITY WINDOWS



BASEMENT SASH FORM



Easy to use. Save time. Eliminate wood form carpentry, assures correct placement in walls and provides attractive finished bevel perimeter. **BONDERIZED**

Steelcraft tilt-in type steel basement windows are made of hot rolled sections, which provide double weathering contact throughout. Armless ventilators provide trouble-free operation and are easily removed. Positive handle locks sash tight against frame. **BONDERIZED**

All over the country dealers are making bigger profits selling Steelcraft metal building products. They are in big demand the year 'round and some are packaged for quick, over-the-counter sales.

TO HELP YOU SELL. Steelcraft provides these tested selling aids: Catalogs, Display Samples, Mailing Pieces, and Newspaper Mats.

Leads developed through national advertising are turned over to dealers to follow up. Steelcraft products are consistently advertised in

American Builder
 Architectural Record
 Building Specialties
 Home Maintenance and Improvement

Magazine of Building
 NAHB Correlator
 Practical Builder
 Progressive Architecture

Dealerships still open in some areas. If you are interested in fast turnover and larger profits, get the facts about the Steelcraft Dealer Plan. Write today!

Mail This Coupon Today!

The Steelcraft Manufacturing Co., Dept. SB5-452
 9017 Blue Ash Rd., Rossmyrne, Ohio

Please send me complete information on the Steelcraft Dealer Plan.

Name Title
 Company
 Address
 City Zone State

STEELCRAFT MANUFACTURING COMPANY
 ROSSMYRNE, OHIO (In Greater Cincinnati)

There is Extra

STRENGTH

with Thrif-T's Wide Blind Stop

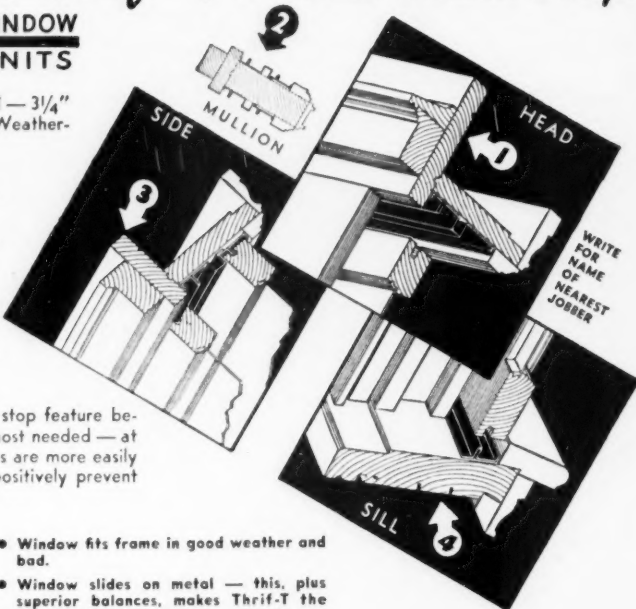
WEATHER STRIPPED **Thrif-T** WINDOW UNITS

Wide Blind Stops — $4\frac{3}{4}$ " at head — $3\frac{1}{4}$ " at side are among the features of Thrif-T Weather-stripped Window Units.

- 1 Blind Stops at Head are $4\frac{3}{4}$ " wide
- 2 MULLIONS — Extra Narrow — one piece — Sturdy and Streamlined
- 3 Blind Stops at Side are $3\frac{1}{4}$ " wide
- 4 Sill is pitched 3" to 1' for Quick and Thorough Drainage

Carpenters like Thrif-T's wide blind stop feature because it offers EXTRA STRENGTH where most needed — at head and sides; frames with wide blind stops are more easily squared up in wall; the wide blind stops positively prevent air leakage at sides and top.

- Frame comes ready for easy and fast assembly (no sawing or planing).
- Window fits frame in good weather and bad.
- Wide blind stops offer added strength and make frame easier to square in wall.
- Window slides on metal — this, plus superior balances, makes Thrif-T the easiest of all windows to operate.
- Only twelve minutes to install window.
- Treated for long life.



- Fits Over Modern Sinks
- Operates Without Reaching
- Completely Weatherstripped
- Set Up — Ready to Install
- Treated for Long Service Life
- Fits Various Types of Walls

Thrif-T CASEMENT UNITS are now available as follows:

Thrif-T TWIN KITCHEN CASEMENTS 3 Lt. and 6 Lt. Sash glazed.

Thrif-T SINGLE CASEMENT UNIT 16" x 10" 3 Lt. Sash glazed.

Thrif-T TWIN CASEMENT UNITS 4 Lt. and 8 Lt. Sash glazed.

Thrif-T SINGLE CASEMENT UNIT 16" x 12" 4 Lt. High. Sash glazed.

OTHER Thrif-T WOODWORK for the HOME

Thrif-T

PICTURE WINDOW UNITS
De Luxe PICTURE WINDOW UNITS
RIBBON UNITS
BASEMENT UNIT
"4 in 1" ENTRANCE FRAME
"10 in 1" ENTRANCE FRAME
No. 1332 ATTIC LOUVER
E-Z-UP OVERHEAD GARAGE DOOR UNIT
E-Z-UP-9 OVERHEAD GARAGE DOOR UNIT
WINDOW & DOOR TRIM
MT. VERNON MANTEL
"8 in 1" MANTEL
WARDROBE
No. 960-R CORNER CHINA CASE
DISAPPEARING STAIRS



Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer

Roach & Musser Co.

PLANT and OFFICES • MUSCATINE, IOWA

QUALITY MILLWORK SINCE 1884

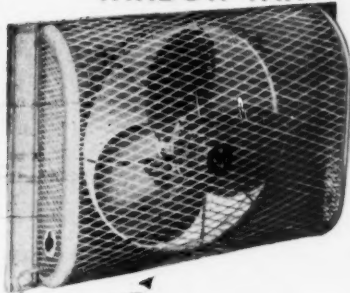
The Fans that B-R-E-A-T-H-E

Electrically Reversible

AT THE MERE FLICK OF A SWITCH

6 QUIET SPEEDS . . . 3 speeds exhaust
3 speeds intake

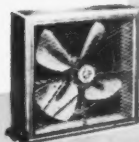
WINDOW FANS



- May be used as exhaust fans to remove stale or smoke laden air . . . then, by a mere flick of the switch — they become air intake fans, flooding the apartment with refreshing, cooling, healthful waves of outside air. Easily installed.
- Telescoping side panels, adjustable for windows from 28" to 34" wide.
- Occupies little room space . . . only 6½" deep.
- 20" aluminum propellers with rubber hubs for Quiet operation
- Fully guaranteed

FRIGID Fans

FOR HOME
OR INDUSTRY



SOUTHERN REPRESENTATIVES AND WAREHOUSES

● W. H. BERRY CO.

45-47 Alabama St. SW.
Atlanta 3, Ga.
Tel. Walnut 2543

● DEL GLIDDEN

3802 Winchester Street
Houston 3, Texas
Tel. Charter 6471

● TOM HODGES

118 So. Chayenne
Tulsa, Oklahoma
Tel. 2-4271

ALSO A FULL LINE OF
BLOWERS SHOOTERS ETC.



CIRCULATORS & DEVICES MFG. CORP.

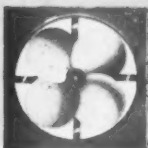
128-140 THIRTY-SECOND STREET • BROOKLYN 32, N. Y.



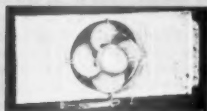
CEILING FAN



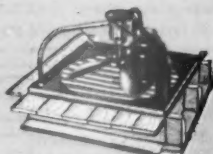
HANDY FAN



EXHAUST FAN



KITCHEN VENTILATOR



LAYDOWN FAN



PEDESTAL FAN

SEND FOR NEW
1952 ILLUSTRATED
CATALOG

Dealers Everywhere Report:

"FASTEST SELLING ITEMS WE EVER CARRIED*!"



So easy to use.
Applies just like
toothpaste. Stays
bright, white for-
ever.



Easy to Use MIRACLE TUB-CAULK

Squeeze bright, white Tub-Caulk right out of the tube—like toothpaste. Dries in one hour to tight waterproof seal that won't shrink or crumble. Keeps its bright, white satin smooth finish even after repeated use of harsh scouring powders. Your customers each will buy several tubes of Tub-Caulk to seal around bathtubs, to fill in cracks around shower stalls and to seal cracks between sinks and walls and between window or door frames.

Packaged in Colorful,
Self-Selling Counter
Display!

*One large retailer reports: "\$12,816 Miracle Tub-Caulk sales in 30 days — Most successful promotion ever run!"



Solves toughest
gluing problems.



MIRACLE Black Magic ADHESIVE

as described in Reader's Digest

The rugged waterproof adhesive for heavy duty jobs. Your customers will want Black Magic Adhesive to replace loose tiles in walls, floors or mantels, to fasten rubber strips, gaskets, and bumpers on car doors or refrigerators; and to attach furring strips directly to concrete or masonry walls with Miracle Anchor Nails.

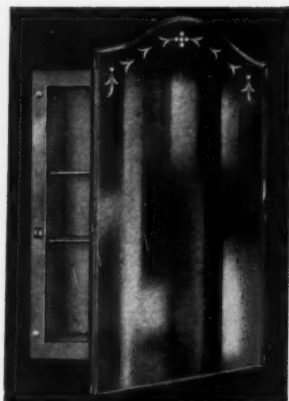
Join the profit parade. Order stock today, and watch sales come fast and easy — and your profits roll in!

MIRACLE

ADHESIVES CORPORATION

234 E. 59th STREET

NEW YORK 22, N. Y.



Outstanding!

A Low-Priced Cabinet ONLY \$11.78 LIST

Stock this standard size cabinet (14" x 18" wall opening) with double strength mirror, featuring a design, seamed edges and other quality features at an unheard of low price—only \$11.78 list.

Richly finished in high-lustre, baked-on white enamel, it will retain its original beauty indefinitely. Note these additional features: Two bulb-edge glass shelves. Eight shelf supports. Chrome-plated tooth brush holder and bar door-stop. Continuous piano hinge. Bullet catch. Razor blade slot.

Some Territories Open to Representatives

18 Models

WRITE
FOR
LITERATURE

Write for descriptive literature on our complete line of bathroom cabinets.

Ideal Cabinet Corporation

Division of Deslauriers

Column Mould Co., Inc.

7722 JOY RD., DETROIT 4, MICH.

The
Ideal
CABINET

STRI-COLOR...A SIDING WITH A New Kind of Beauty!

It Has Durable Beauty! Lovely Colors! Embossed Striated Surface Texture!
...and it's Protected with the Flintkote DURA-SHIELD* FINISH!

You never *saw* such beauty in a siding! You never *had* such a value to sell!

Wait until you *see* this FLINTKOTE STRI-COLOR* ASBESTOS-CEMENT SIDING!



In handsome gray, brown or green, STRI-COLOR Siding compares in warmth and richness with the most expensive of sidewall materials.

It is deeply striated by *embossing* . . . smart and distinctive.

And it sports that wonderful new finish you've been hearing about. The water-repellent, stain-resistant finish that's *exclusive* with Flintkote: DURA-SHIELD!

You can dramatically and convincingly demonstrate the advantages of DURA-SHIELD . . . *in two minutes flat!*

Alone . . . or in combination with other materials such as stone, stucco, brick, etc. . . . these sidings create unusual and delightful effects.

STRI-COLOR Sidings last a lifetime. They are made of materials that are *permanent* . . . materials that won't rot, won't burn, won't deteriorate.

And they will *outsell* ANY Asbestos-Cement sidings . . . both for new construction and for re-siding applications.

Get your order in today.

THE FLINTKOTE COMPANY, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

*A Trademark of The Flintkote Company

FLINTKOTE

... the extra years of service cost no more!



**Note these deep, beautiful striations, reproduced in actual size. Besides the gray siding shown here, STRI-COLOR is presently available in lustrous brown and green.*

For More Preservative Sales
you need this NEW . . .

UP FRONT

Salesmaker

If you haven't been getting your share of the growing preservative market, it may be that your preservatives have been stored away in a stockroom or under a counter . . . Now, for the first time, you are offered an attention-getting, point-of-sale display to remind your customers to buy more COPPO—for more sales and profits for you!

**COPPO conforms to Commercial Standard CS152-48,
is Harmless to plant and animal life.
You can paint over COPPO!**



Every 6 gallon carton of Coppo comes to you in the new "Up-Front" Salesmaker, for either counter or floor display. Coppo is also packaged in drums, 5-gallon kits, and quarts.

**COPPO Protection
Costs Nothing . . .
It Saves More
Than It Costs!**



Dealers: For literature and prices, write today to
W. M. Barr & Co., P. O. Box 3518, Memphis, Tenn.
Makers of KLEAN STRIP and removers for every purpose

YOU NAME IT... TEX-LOK covers it handsomely & ruggedly!



**NO BETTER SHINGLE
VALUE ON THE
MARKET TODAY!**

TEX-LOK

**IT'S HEAVY DUTY!
IT'S DOUBLE COVERAGE!
IT'S INTERLOCKING!**

TEX-LOK shingles stay put! Concealed nailing at four points plus interlocking keeps 'em down—come high winds and heavy weather. They're heavy duty and double coverage—providing more than two layers of asphalt shingles over the entire roof area. *Fire-resistant*, of course—and mighty attractive in either plain or textured surface and beautiful colors. And—TEX-LOK shingles carry a name that millions know and trust—*Texaco*.



TEX-LOK shingles are available in the areas currently served from roofing plants located at Lockport, Illinois; Port Neches, Texas and Port Wentworth, Georgia.

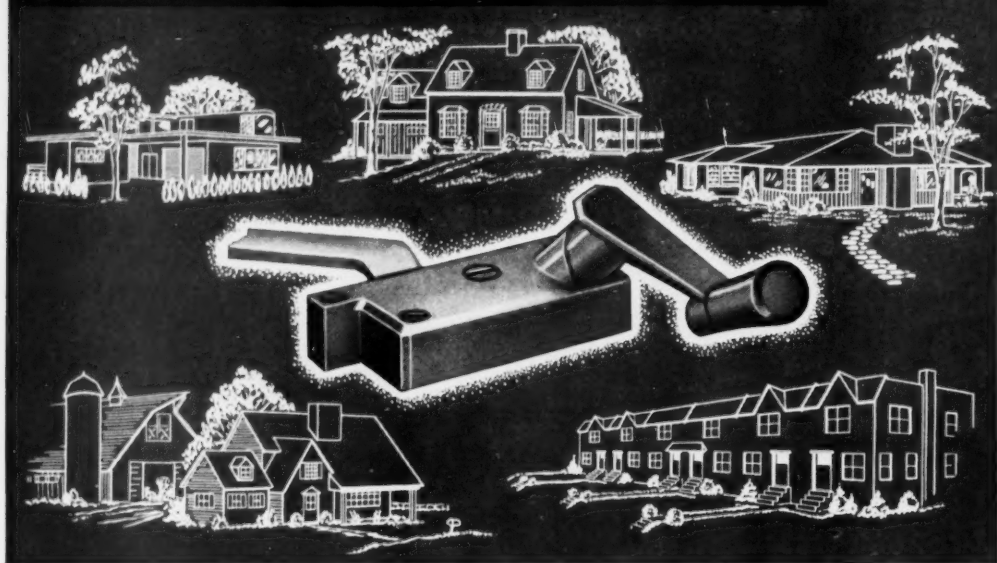
◀ In the Northeast, it's TEX-LATCH

Tex-Latch is similar to Tex-Lok except in method of locking tabs. Tex-Latch shingles are available from the Edge Moor, Delaware roofing plant.



MEMBER OF THE
ASPHALT ROOFING INDUSTRY BUREAU

Multiply every house in your locale by 2—
that's your sales potential for Getty operators



A national survey (not ours!) reveals that there is an average of 2 casement windows in every home.

Many of these casements are equipped with obsolete stay bars, faulty operators, or no operators at all. Every one of them—wood or metal—will accommodate a GETTY replacement operator. And they'll sell like hot cakes—often a pair at a time—if you just promote them to your customers.

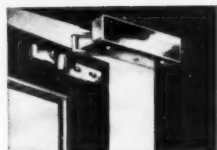
GETTY operators are a cinch to install too—just 2 measurements, 6 screws. That's all.



3348 NORTH 10TH STREET • PHILADELPHIA 40, PA.

Canadian representative: A. N. Ormsby Co., 23 Scott St., Toronto

RELATED GETTY PRODUCTS



AUTOMATIC CLOSER 4649

Pulls top of outswinging wood sash snugly against the frame. It prevents warping, assures all-around tight contact. Easily installed—4 screws, no mortising required.



EXTENSION HINGE 2529

By means of flange type leaf, it assures a firm corner support for the sash. By providing a 4" sash clearance, it gives maximum ventilation and permits cleaning of the outside casement from inside the room.

GETTY OPERATORS ARE USED ON MORE CASEMENT WINDOWS THAN ALL OTHER OPERATORS COMBINED

Southern BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

APRIL, 1952
Vol. 7 No. 4

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY

Atlanta and Dalton, Georgia

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CONTROLLED CIRCULATION AUDIT
NATIONAL BUSINESS PUBLICATIONS



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Business Representatives

CHICAGO: John C. Cook, 333 North Michigan Avenue, Tel. Central 6-4131.
CLEVELAND: W. G. Sheehan, 2516 Gasser Blvd., Rocky River Station, Cleveland 16, Ohio, Tel. Edison 1-0856.
GASTONIA, N. C.: W. C. Rutland, P. O. Box 102, Tel. 7995.
LOS ANGELES: L. B. Chappell, 6399 Wilshire Boulevard, Los Angeles 48, Calif. Tel. Webster 3-9241.
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Easy to Sell BECAUSE IT'S Easy to Install

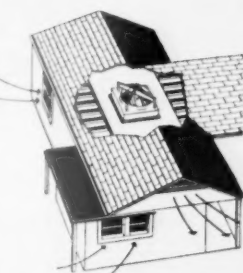


It's the new profit-making HUNTER Package Attic Fan

Sales go up when installation costs go down. The Package Fan is sold as a unit, installed as a unit . . . complete with ceiling shutter. No suction-box, grille or other "extras" needed.

Compact design: This modern attic fan is small enough to fit low attics and hallways, but large enough to cool the entire house. Four capacities: (from 4750 to 9700 CFM) to fit the home size and climate.

Hunter quality assures smoothest, quietest operation.



Fan assembly is guaranteed for 5 years—motor and shutter, for 1 year.



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Exclusive Fan Makers
Since 1886

APRIL, 1952 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

*New—a colored shingle that will appeal
to both builders and owners!*

"Century"
NU-GRAIN
asbestos-cement siding...



"Century" No. 58 NU-GRAIN
Asbestos Cement Siding Shingles,
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colors: NU-GRAIN Gray and
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per square, 1 1/2" head lap.

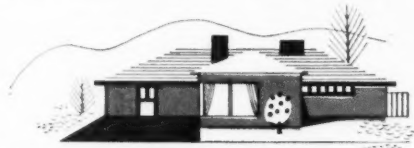
At last, for re-siding old homes and for new construction you can offer a colored shingle that has the architectural appeal of the old-fashioned split wood shingle . . . but the wearing qualities of stone itself.

For the new "Century" NU-GRAIN Asbestos Shingle duplicates exactly—in colored slate granules—the coarse and fine score marks of split wood.

These granules are permanently imbedded under hydraulic pressure, to make shingles in three colors that will not fade, NU-GRAIN Green, NU-GRAIN Gray, and NU-GRAIN Brown. And fire can't burn . . . rain can't soak . . . snow can't rot . . . and termites hate "Century" Asbestos Shingles!

You'll find the texture strong and visible with a straight butt shadow line so deep, it seems etched . . . the kind of texture builders and home owners want.

Whether your customer is buying for one home or a thousand, these shingles give him a low first cost, easy application, and higher sales appeal. That's why you can get new business and more business with "Century" NU-GRAIN Shingles. Write for details.



America's first maker of Asbestos-Cement Shingles

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BALANCE SHEET

"National" Services Make Association Membership a Grand Buy

NOT SINCE Pearl Harbor has a retail building material dealer gotten so much for his money as he is getting this year for his membership in a state or regional association affiliated with the National Retail Lumber Dealers Association.

Both dealer leaders and professional officials of NRLDA are creating and distributing through the local affiliates some new practical tools that will help the individual dealer to run his business more economically, profitably, or harmoniously. Harmony with both employees and customers and the public at large is greatly needed in this year of transition during our defense mobilization.

Newest tool provided by NRLDA for dealer members is the "Dealer Operating Guide." Purposes of this manual, which will be developed and supplied in "installments" to retailers during the next two or three years, are to (1) provide a means for new employee training; (2) serve as a reference book for dealer personnel who want to compare their methods with those of other dealers; (3) add important text material for the training courses sponsored at local colleges by associations; (4) serve as a home study course for people who want to know more about the industry, and (5) help improve the dealers' public relations by showing how to serve and deal with the public better.

The first section of this "Dealer Operating Guide" introduces the project. The second section, entitled "Inside the Retail Lumber and Building Materials Industry," is a picture brochure that shows and tells the important functions of dealers and their contributions to the economy. Copies are being mailed by NRLDA to all public libraries, members of Congress, and many other leaders of public opinion.

To see how dealers' public relations activities have measured up to the NRLDA "Public Relations Guide" and supplements previously distributed by federated associations to dealers, the National on April 1 closed a Public Relations Contest. Awards soon will be announced for the dealers whose entries showed the most effective assistance or services for customers and the local community.

Through these and other activities, NRLDA will provide new and effective materials for retail dealers to use in training salesmen and management, and in advertising and promoting their

products and services so that they will get their share of the consumer dollar in the months ahead.

Dealer and staff spokesmen for NRLDA stay in touch with the various Federal agencies and Congress to see that the industry's viewpoint and problems are understood and taken into consideration in managing the national economy. These contacts result in modification of regulations and controls, and in interpretive bulletins that explain these matters to dealers in their language.

On still another front, an NRLDA affiliate—the Lumber Dealers Research Council—is financing and promoting further research in home designs and construction methods and techniques. The aim is to help the dealer and builder to give the home prospect more value for his money.

At home base, the state or regional association is passing on and adding to these and other useful services for dealers. The inquisitive and ambitious dealer is bound to benefit from joining the group because of these "National" services that are available only through the local federated organization.

"There May Come a Time . . ."

"WE HAVE modernized our plant facilities, our offices, and our stores, but very few have done a thing about modernizing our merchandising methods," Dealer Don A. Campbell, secretary of the Kentucky Retail Lumber Dealers Association, pointed out in a recent issue of his breezy *Business News* bulletin.

"Our manufacturers are going to distribute through us just so long as we *sell their product in the volume they think our market can absorb*. There may come a time when the manufacturers will look for other outlets, and it will be too late for us to do anything about it, because we will have brought it on ourselves.

"Let us learn the art of merchandising.

"Let us renew our faith in good management.

"And, remember always that 'Nigger Rich' is a Saturday night phase and a Monday morning hangover!"



**AT YOUR SOUTHERN SERVICE . . .
TWO BRANCH WAREHOUSES
IN THE SOUTH**

We recognized in 1940 the growing South by opening a branch warehouse in Atlanta, Georgia. Now we have added another service unit in Hollywood, Florida.

From each of these branches you can have same day or 24-hour service on all sizes, shapes and kinds of metal mouldings, nosings, edgings, etc.

These warehouses have complete stocks of metal mouldings. They are in business to better serve the South. Phone, wire or address your inquiry or order to:

Hollywood, Fla.—2334-2336 Hollywood Blvd.

Atlanta, Georgia—363 W. Peachtree N. E.

These branches can also expedite inquiries for industrial and commercial aluminum extrusions.

*In the South
to Better Serve
the South*



YOUNGSTOWN MANUFACTURING, INC.
66-76 S. Prospect St. • Youngstown 6, Ohio

ATLANTA, GEORGIA

363 W. PEACHTREE N. E.

HOLLYWOOD, FLORIDA

2334-2336 HOLLYWOOD BLVD.

"NEW LOOK" in Air-Drying Lumber Yards

How use of Lift Trucks has changed stacking procedures and arrangements explained

By E. C. PECK
FOREST PRODUCTS LABORATORY
U. S. Department of Agriculture



A PERSON RETURNING to the South after several years' absence would notice that the air-drying yards at the sawmills have a "new look." Piles of lumber are narrower and generally taller than they were formerly.

Instead of two piles between main alleys, separated by a rear alley, there may be as many as 20 or more piles. Where, in the past, the boards in the piles ran perpendicular to the main alleys, they are now parallel.

If the new piles are examined more closely, it is found that they are usually level, not sloped or pitched, and that they are broken up into several parts from top to bottom by short pieces of timber about 4 inches thick. The new piles thus are composed of several parts or units. These parts vary in

size but are commonly about 3½ to 4 feet wide and 3½ to 4 feet high.

The courses of lumber within the units are separated by stickers similar to those customarily used for hardwood lumber. The stickers are often nominal 1 inch in thickness by 1 to 2 inches in width. The long rows of piles are usually at least several feet apart, while piles within a row are often only 1 or 2 feet apart. Sometimes they practically touch each other.

The changes in the appearance of the yards were brought about because the lumber industry is following the general industrial trend towards mechanization. The replacement of manual labor by machines and skilled operators generally lowers the cost of handling materials. Since lumber

is relatively heavy and bulky in comparison to its value, the use of mechanical equipment for handling and piling appears to be a logical development.

Although straddle trucks, buggies, and carriers have long been used to transport packages of lumber, the development of the fork-lift truck brought about revolutionary changes in piling practice. (Cranes have been used to yard-pile lumber in the form of unit packages, but this system was restricted to a few mills.)

The fork-lift truck can be used to pile, unpile, and transport solid packages or stickered unit packages of lumber. Fork-lift trucks are used to:

Unload trucks or flatcars of incoming lumber.

Transport and place the green lumber on a green grading and sorting chain.

Transport stickered unit packages to the yard or dry kiln.

Pile and unpile lumber in the yard.

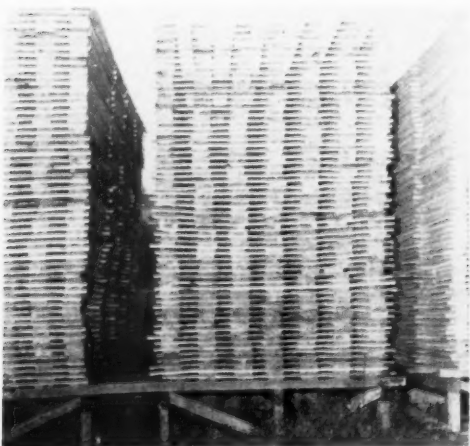
Load and unload kiln trucks.

These trucks bring rough lumber to machines and carry away the finished lumber, move seasoned and finished lumber in and out of dry-storage sheds, load lumber on trucks or flatcars for shipment, and perform other miscellaneous handling and piling operations.

They are also used to load and unload a new type of dry-kiln that has neither tracks nor kiln trucks.

Fork-lift trucks are not so efficient as straddle trucks for transporting lumber, but their versatility often justifies their exclusive use, particularly at small

(See NEW YARD LOOK page 50)



ABOVE: Fork-lift truck places a stickered unit package on yard pile of lumber. **AT LEFT:** How vertical flues are obtained in a hand-stacked pile of lumber. **ON COVER:** This pile foundation is composed of 6x6-inch timbers resting on ground.



NO. 1 IN A SERIES

Facts that will help you sell

INSECT WIRE SCREENING

By RALPH W. BACON

THERE ARE two ways to sell Insect Screening at retail. One, the easy way, is to give the customer what he asks for, or whatever is handiest, ring up the sale and forget it. But that procedure may not result in lasting satisfaction to the customer. If satisfaction is not obtained, your reputation will suffer, and you may lose a customer without ever knowing it; a painless situation if we accept the easy philosophy that what we don't know needn't worry us.

A successful retail business, however—any business for that matter—is built on the solid foundation of giving customers as nearly perfect satisfaction as possible.

So the best way to sell wire screening is to inquire into the conditions under which it is to be used, and then recommend the purchase of a type which is best suited to those conditions. That calls for an intimate knowledge of the product, and how, where, and why, a particular type should be used under specific conditions.

All of which should prompt us to make sure that we know all there is to be learned about these seemingly commonplace, but really quite interesting if not somewhat complex product. For example, you ought to know why 14-mesh and 12-mesh insect wire screening are poor buys at any price; why copper tacks should not be used for fastening aluminum screening in wooden frames; how much light and air is cut off by different sizes of screen mesh, and why bronze screening stains some white houses and not others.

A few years back, two types of galvanized wire screening were commonly marketed; bright or galvanized before woven, and electro

To sell Insect Wire Screening effectively—and to sell more of it—most dealer personnel need to know more facts about the different kinds of metal screen cloth and their best uses. In this series, Roger W. Bacon, secretary of the Insect Wire Screening Bureau and an authority on the subject, will provide up-to-date information on this basic building material.

galvanized, which is dull grey in color and, as its name indicates, is a zinc coating applied by the electrolytic process after the screening is woven. Today, by far, a major portion of all the insect wire screening produced in this country is electrolytically coated (galvanized) steel.

Bright galvanized (zinc coated before woven) has faded into the background—largely because modern electro-plating equipment and methods permit precise control over the thickness of zinc which is applied. An adequate and uniform coating of zinc is essential to satisfactory life of the product when exposed to the weather.

The electrolytic process employed in the production of electro-galvanized steel screening, in principle, is the same as the processes employed for plating silver knives and forks, and the gold plating of better types of costume jewelry. Just how the term "galvanized" came to be chosen as a name for zinc-coated steel is obscure, since no particular galvanic action takes place other than that which is common to the chemical reaction which always results when two or more unlike metals contact each other.

Galvanizing really is a comparatively modern process; the first known patents for hot-dip

galvanizing were taken out in England in 1837. That, however, antedates the first woven wire screening by 20 years. The first wire window screening woven in this country was made in 1857.

For the sake of increased rigidity, uniformity in coloring and added protection against corrosion, most manufacturers give their electro-galvanized wire screening a final finishing coat of lacquer, though some use paint and others have a patented type of finishing coat. Such procedures, however, are optional since plain zinc-coated, electro-plated, or galvanized-before-woven, meets all the requirements of Commercial Standard CS 138-49 for galvanized insect wire screening.

Black painted, sometimes called "enameled black," is but little used nowadays. It is distinctly inferior to galvanized in lasting qualities and, subsequent to the development of electro galvanized, has never been anything other than a low-priced, competitive product. It is not standard and its use is not advocated because of its low resistance to rust and comparatively rapid deterioration upon exposure to the weather.

This is a complex subject. There are various types, branded and unbranded, of steel screening on the

market, some of which are excellent products, whereas others are almost fraudulent, palpable substitutes obviously intended to be mistaken for genuine bronze and aluminum screening.

Not too long ago a "smart" distributor was severely castigated by the Federal Trade Commission and ordered to cease and desist from offering aluminum-painted plain steel screening as being an "aluminum" product.

In general, it can be safely asserted that where any type or color of paint is applied on top of commercially standard galvanized steel screening, the resultant product is a good one. But it should not be misrepresented as being "bronze," "aluminum," or anything other than what it is—steel insect wire screening.

Due to its supplementary finish coat of paint, galvanized steel screening of that description should be superior in weather-resistant qualities, to ordinary galvanized screening. Plain carbon steel screening, on the other hand, which is finished with merely a coating of paint (no zinc coating underneath), regardless of coloring or appearance, will give distinctly inferior service to commercially standard electro-galvanized steel screening.

Commercial bronze insect wire screening, commonly called just "bronze screening," is a standard brass-mill alloy made of approximately 90% copper and 10% zinc. It was named "commercial bronze" not to deceive the public into believing that it is the same as statutory bronze, or phosphor bronze, both of which contain tin, but to distinguish it from other brass alloys such as high brass, low brass, yellow (Muntz) metal and the like. Exhaustive tests and over 50 years of use have conclusively demonstrated that commercial bronze insect wire screening has weather and corrosion resistant qualities that are fully equal to pure copper. No ordinary brass alloy, such as 70/30 and 60/40, will stand up under exposure to the weather; they crystallize and crack, sometimes after only a few weeks of outdoor exposure.

There are innumerable industrial uses for woven wire cloth in all regular brass alloys, but they bear no relationship to insect wire screening as such.

A year or two ago, Japan shipped 1,200,000 square feet of ordinary brass wire cloth to this

country under the mistaken impression that it could compete with our U. S. bronze product. Needless to say, little if any of it was disposed of for window screening purposes.

Many tin-bronze alloys would make good window screening, but their cost is prohibitive for commercial production and marketing.

Bronze insect wire screening is supplied in two finishes, bright and antique. Bright bronze screening, as its name indicates, is the natural, bright, golden color which is the precious heritage of a 90/10 copper-base alloy. It will hold its bright color for varying lengths of time dependent upon atmospheric conditions; usually, however, not longer than its first full season of outdoor use. As it "weathers," bright bronze screening loses its bright color and turns to a medium dark, dull brown which is really an advantage because, as the shine disappears, visibility through the mesh is very much improved.

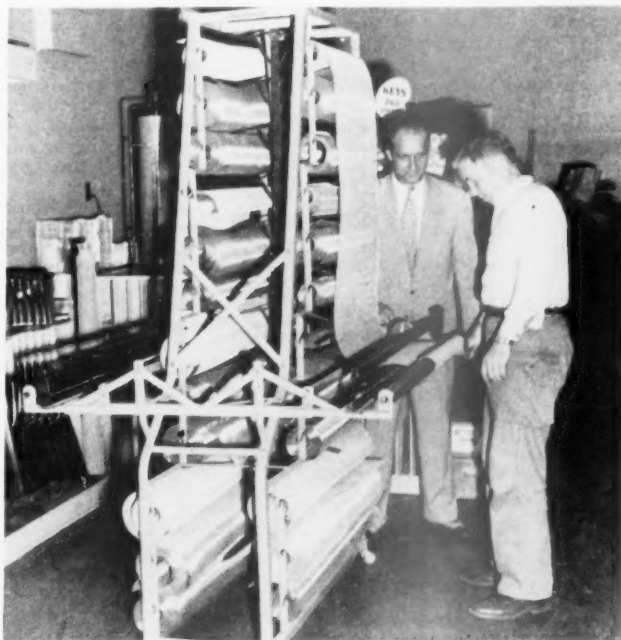
Antique bronze screening is deep, dark brown in color, a finish which is obtained by means of a special treatment after the screening is woven and which adds nothing

to, nor takes anything away from, the lasting qualities of the basic commercial bronze alloy. Antique bronze screening, due to the absence of any glare from reflected light, gives better visibility (less obstruction to clear vision) than any other kind of window screening.

All bright and antique bronze screening is given a final finishing coat of lacquer, or varnish; clear for bright bronze screening and pigmented (colored) for antique. That serves two purposes: it stiffens the mesh and temporarily protects against staining of a house from the wash-off of copper salts which will be referred to in detail farther on.

Pure copper, like black painted steel screening, is but little used nowadays. Copper screening is softer than bronze and therefore more susceptible to damage from bouncing balls, jabbing elbows, carelessly leaned rake handles and the like. Exposure tests have shown that pure copper screening is only slightly superior to bronze in resistance to corrosion; the advantage of pure copper, even in

(See WIRE SCREENING page 44)



To sell insect wire screening more effectively, first determine the conditions under which it will be used. Then recommend the type best suited for the conditions.

PLANNING NOOK *Helps Sell!*

Even a small salesroom can include a comfortable place to select materials and plans—and lure in homebuilding prospects!

ANYONE in Jackson, Mississippi, who plans to build or remodel a home is quite apt to think first of the Trenton Lumber Company's "planning nook." For, if they haven't read about this service in an advertisement, they probably learned of it through a friend.

The Trenton Lumber Company



Samples of nearly every product sold by the Trenton Lumber Company are conveniently displayed on one long table. This solves the problem of limited display space. Customers like to be able to see and handle materials before making final selections.



Many customers interested in building or remodeling have formed the habit of dropping into the Trenton Lumber Company's planning nook to "window shop." Above, Manager Earl Jones explains a cost-saving feature of the design of a home his firm helped build for one of its Jackson, Miss., customers. Siding materials and a door, applied to the wall behind the planning nook, simulate the front of a home.

has only a small display space in its downtown office. But this one corner—arranged for discussing the building hopes and dreams of its customers—has brought in many orders that the company would not have had otherwise. It has led to building a home for many families who didn't think they could afford one.

The planning nook was an idea that Earl M. Jones, retail department manager and part owner, picked up at a convention of the Mississippi Retail Lumber Dealers Association, of which he was president last year. Since this corner of the office floor was set aside as a planning center a year ago, he has proved that it takes little space to provide a comfortable, home-like atmosphere for planning homes from start to final color schemes.

At least two people stop in each day to browse through the idea material. "Women frequently come in and ask to see a certain floor

plan a neighbor told them about," Jones commented.

The planning nook consists of a comfortable sofa and chairs, plus a coffee-table full of literature and blueprints. Usually there are about a dozen blueprints on the table—the more popular plans of houses that the Trenton company has had a hand in building.

"We find that it is easier for customers to look at a blueprint floor plan than the small ones in a plan book," Jones asserted. "Women, especially, like to start immediately to decide which could be Johnny's room and where the sofa would fit in the living room."

The next step after looking at plans—for a new home, an addition, or renovation of an old one—is deciding what materials to use.

To solve the problem of small display space, Jones struck upon an ingenious idea for displaying the company's hundreds of building materials in another corner of the office building. Small samples of every material are logically grouped on a large display table. This table holds small pieces of wallboards in all colors; various moldings and wood paneling; flooring—and hardware samples.

After the customer and Jones, or one of his assistants, decide approximately how the space in a (See PLANNING NOOK page 92)

How an **IDEA FILE** helps our firm!

It can solve many problems
and improve operating efficiency

By **W. E. DARDEN, Manager**

W. E. Darden Lumber Company, Waco, Texas

ONE of the best steps a building material dealer can take today to make sure his showroom, service, and inventory system are "up to the minute" is to maintain an "idea file."

I have found that there are scores of helpful hints on business operation every month in the industry's trade magazines and other publications—and in such associated fields as hardware, sporting goods, building, and architecture.

Almost all of us have had the experience of trying to remember how the other fellow did it when carrying out a remodeling project, or attempting to duplicate an impressive display, with only a hazy memory of what it looked like.

I have made it a policy for many years to read carefully all trade magazines that pass over my desk. If time does not present itself immediately, I bundle up the publications, take them home where I will not be disturbed, and read

them during the evening hours.

Any photograph, article, or news item I feel may possibly be of help to me or my personnel at some later date is clipped out and deposited in the idea file. This is merely a large fiber envelope, that now contains hundreds of clippings classified under various headings. They range from a photograph of a Christmas display down to a "how to do it" yard trick.

When we recently invested \$20,000 in modernizing our showroom and 50-year-old office building, we found an answer to every problem somewhere in this file. Our unusual store front; the method by which we display millwork; the intercommunications system that summons employees to the office; and even the method by which the air-conditioning system was



installed for maximum efficiency—all came from the idea file.

One of the most practical ideas drawn from reading the experiences of others was the door display in our remodeled Darden store. This box-shaped fixture (See **IDEA FILE** page 94)



Much of the planning for the remodeled W. E. Darden Lumber Company was the result of studying material that Dealer Darden had collected in his "idea file." The wide front shows off two types of brick, decorative ironwork, jalousie windows, door and hardware, and the shop's millwork. Above, Darden pulls out a door from the compact display unit, made from a picture of one he had seen in a trade magazine.



**This dealer sells
Prefinished Panels for**

**EVERY OTHER
HOUSE JOB!**

"**PREFINISHED** wallpanels — in one pattern or another—find themselves drawn into the specifications of about half the plans for new homes and remodeling jobs we draw," declares B. F. Seale, head of the Seale Lumber Company in Birmingham, Alabama.

"Our designer," Seale continues, "has found many different ways to decorate the walls of kitchens, bathrooms, utility rooms, and rumpus rooms with economical, durable panels of predecorated hardboard.

"Specification of prefinished panels for walls and ceiling permits us to show many families that they surely can afford to go ahead and build, or remodel—especially on the installment plan."

Building Material Dealer Seale delights in surprising customers as to how they can "build it for less" when they enter his Birmingham salesroom with only vague hopes of owning a new home or improving their old one.

One of the most popular cost-cutters that Seale and his sales staff suggest to such prospects is the use of prefinished hardboard panels for ceiling and walls. Most people are acquainted with this handsome building material, he

points out. "All they need is an alert salesman to help them visualize one or more of the many patterns of prefinished panels installed in their home or room."

The Seale Lumber Company has a drafting service for drawing plans for new residences and remodeling projects, but these jobs are handled through separate departments.

Several years ago Seale decided that substantial profits could be made by showing people in his trading area how to improve homes in many attractive ways with predecorated hardboard. So, the remodeling department of his company initiated an "Add a Room" promotional program.

Thanks to this service, many families that formerly were crowded are enjoying—for small monthly payments—additional living space. Last year, over 50 per cent of the 300 remodeling jobs handled by the Seale remodeling department included plastic-surfaced hardboard panels.

Typical is the customer who had come into Birmingham from a small town to shop one Saturday morning.

Admiring the slick, colorful finish of such prefinished panels,

she remarked to a friend that she would "just love an attractive kitchen of such pretty stuff," but that she just knew it would cost too much.

Overhearing the remark, an alert and friendly Seale salesman asked if she could afford a small monthly payment for such a kitchen.

Then he showed the woman a few "dream kitchens" in colorful literature supplied by panel makers.

Soon the alert salesman had sketched her kitchen arrangement from her description, and helped her see a new kitchen with water- and stain-proof base cabinet tops, workspaces, and walls partly resurfaced with predecorated panels. Then he quoted a monthly payment closer to what this remodeling job would cost.

The prospect brought her husband with her the next Saturday. Before he could voice skepticism at the final cost, the salesman had outlined simple steps for him to do his own carpentry if he wanted to. And—before this customer had completed the kitchen project—he was back for estimates on dressing up his bathroom walls with prefinished hardboard.

The Seale Lumber Company believes in consistent advertising. For the past 18 years they have continuously used space on the Business Review page of the Saturday edition of the *Birmingham News*.

Advertising of this classification draws a premium rate because the advertiser is given a substantial amount of free publicity space in the "editorial" columns of the page during the month. Such publicity includes large cuts of homes built or remodeled by this dealer, a headline with the firm name in it, and a story detailing the house plan, financing, and the fact that Seale "did it."

Seale ads show "before" and "after" pictures of a substantial remodeling job. It stresses Seale's know-how acquired during 20 years of homebuilding service. Other ads by this dealer introduce popular building materials, and tell why and how it pays to use them in home modernization or construction.

Incidentally, the Seale Lumber Company was a Southern pioneer among building supply dealers in "One Stop Building Service."

One of the more unusual uses of prefinished wall and ceiling panels promoted by Seale salespeople is for making an extra room in the attic of an "overgrown" house. Once they understand the likely effect, most families are delighted with the thought of having washable walls in attic rooms, whatever the room's function may be.

At the suggestion of Seale salesmen, some families enjoy such a

The swinging display of prefinished wallpanels in the Birmingham store of the Seale Lumber Company makes it easy for customers to see the variety of designs and patterns this building material comes in. At right, Sales Manager Peter Fyfe has removed a sample panel for closer inspection by the woman. Adhesives and other accessories are displayed on the lower shelves of this Marsh Wall Products point-of-purchase fixture.



room for use as a child's playroom now, but plan to use it as an extra bedroom later. The bright, light colors and patterns available in plastic-surfaced panels help compensate for the smaller and fewer windows in attics.

To help customers get a quick over-all picture of the styles and colors of panels in their full size, Seale arranged a clever fan-shape display. Customers move the panels around to suit themselves for a better view and idea of what

pattern suits their need best.

Several times a year the Seale Lumber Company encloses with customers' bills colorful leaflets supplied at small cost by wallpanel manufacturers.

Clever suggestions for remodeling and for building new homes are plugged on Seale's radio programs. The firm sponsors the newscast by Elmer Davis on Tuesdays and Thursdays at 6:15 p.m., and also a local newscast on Sundays at 12:15 p.m.



The draftsman and salesmen for the Seale Lumber Company in Birmingham find the possibilities and profitability of prefinished wallpanels limitless in finishing new homes or in remodeling or modernizing old ones. The variety of prefinished hard-board surface designs and patterns, as well as the ease of application with adhesives and metal moldings, makes it possible to please almost any homemaker—even if her husband does the "carpentry"! Bathroom and kitchen photographs courtesy of Marsh Wall Products, Inc.

How and why you should

CHART YOUR BUSINESS!

In this last half of a speech he made before the Mid-South dealer convention in Memphis recently, H. L. Judd, Jr., general credit manager of the U. S. Gypsum Company, explains why and how management can chart the basic facts about its operations and finances. Ten charts are suggested for comparison of current conditions with the past, to determine trends, and to help chart a firm's future.

DO YOUR UTMOST to discount all bills. Cash discount is a very important part of your net profit.

Since taxes are such an important part of any business and affect the outcome of all ventures, be sure to know all you can about them. Discuss this subject with some competent authority.

Now, let's look at your problems of maintaining a profit. Essentially they are sales, rate of gross profit, and expenses, and all three must be considered together. Naturally you must have sales to do any business and earn a profit. The methods and problems of maintaining sales are not matters about which I feel qualified to speak.

It is fundamental, however, that the amount of sales—as well as the rate of gross profit—determines the amount of gross profit out of which must come expenses.

Gross profit is the difference between sales and cost of sales. Keep a record of gross profit and the percentage of gross profit to sales. Know the trend of this gross profit ratio by months.

All current and accrued expenses must be met out of gross profits if you are to have a profitable operation. Budget your expenses and know each month how the actual compares with the estimate. Plan now for possible reduction in expenses to enable you to operate profitably at lower levels of business activity.

Do you have prepared monthly financial statements and annual certified audits? Do these statements include such schedules as working capital analysis? Inventory turnover? Gross profits by

commodities? Detailed expenses by departments?

Adequate current and monthly financial information is essential to efficient management. Knowledge of adverse trends will enable you to take corrective action before they become too serious. The cost of obtaining this information monthly is an investment that will pay large dividends.

When you have this information, what do you do with it? We recommend that it be recorded on charts

so that you can compare current conditions with those of the past, analyze trends, and make plans for the future.

Let me explain what I mean by a chart. For example, a sales chart will have in the first column the sales by months or quarters, and the accumulation of sales during the year. In the second column will be the next year, etc. When you record your January, 1952, sales you can compare them with those for December '51, or with January '51, or with January '50.

Gross profits, rate of gross profits, expenses and net profits should also be charted. When your sales are declining you must be certain that your expenses are also declining, and only by comparison will you know what kind of a job you are doing.

These charts will help you in many ways. For example, if you find in this current year that you are able to maintain your sales at a fairly stable level as compared with last year or the year before. (See BUSINESS CHARTS page 54)

Schedule 10—Relation of Net Worth to Total Debt

| MONTH | DESCRIPTION | 1947 | 1948 | 1949 | 1950 | 1951 |
|-------------|-------------|-----------|------------|------------|------------|------------|
| January 31 | Net Worth | \$ 91,906 | \$ 115,021 | \$ 136,051 | \$ 147,018 | \$ 164,082 |
| | Total Debt | 72,767 | 89,618 | 76,717 | 68,816 | 68,809 |
| October 31 | Net Worth | 89,493 | 115,547 | 136,225 | 147,374 | 164,169 |
| | Total Debt | 81,814 | 84,076 | 72,986 | 67,826 | 61,824 |
| November 30 | Net Worth | 121,990 | 143,441 | 143,622 | 148,489 | 164,762 |
| | Total Debt | 87,602 | 90,062 | 71,314 | 72,098 | 62,183 |
| December 31 | Net Worth | 113,909 | 134,620 | 147,203 | 161,179 | |
| | Total Debt | 82,412 | 85,279 | 71,942 | 75,740 | |

Schedule 6—Total Expense Percentage of Net Sales

| PERIOD | 1947 | 1948 | 1949 | 1950 | 1951 |
|---------------------|--------|--------|--------|--------|--------|
| January * | 47.5 % | 22.5 % | 20.6 % | 26.9 % | 18.7 % |
| February ** | 39.1 | 24.6 | 24.2 | 23.8 | 25.1 |
| Total Two Months | 42.7 | 25.5 | 22.2 | | |
| March | 34.7 | 25.2 | 19.4 | 20.5 | |
| Total | 18.7 | 16.0 | 17.7 | 18.1 | |
| Total Eleven Months | 21.4 | 19.2 | 19.2 | 20.1 | |
| December | 24.5 | 21.9 | 30.8 | 21.7 | |
| Total Year | 21.7 % | 19.5 % | 20.2 % | 20.3 % | % |

Bill Bedgood, in shirt sleeves at right, watches the operator swing two more 8x8x16 "Redi-Furred" concrete blocks from this Athens lumber dealer's modern masonry molding machine. Seen at far right is the "home-made" block pallet cleaning tank. Below, Bedgood checks on the stacking of concrete blocks in the storage yard after they have air-dried sufficiently in the drying racks.



By making good ones
in his lumber yard,
this Georgia dealer

Profits from CONCRETE BLOCKS, too

THE ONLY WAY for a building supply dealer to measure up to his claim—and the community's expectation—of providing "everything to build a home" is for the dealer to supply all materials commonly used in home construction. So asserts William R. Bedgood, president of the Building Material Merchants of Georgia and president of the Bedgood Lumber and Coal Company in Athens, Georgia.

This means, Bedgood continues, that retail lumber dealers should stock and sell such materials as steel sash, prefinished wallpanels, and concrete blocks. "By selling blocks, the retail dealer is bound to sell more customers more lumber, millwork, paint, hardware, and other basic building supplies."

The big problem a retail dealer has to lick in the sale of concrete blocks is a reliable source of quality units that can be sold at a fair margin of profit. Bedgood licked this problem and increased his "take" at the same time by putting in his own small concrete block manufacturing plant on some idle land in his lumber yard.

The Bedgood Lumber and Coal Company fared pretty well from the start—July, 1948—by producing concrete blocks in a makeshift plant. But the block business really bloomed when this dealer installed a George Redi-Furred concrete block machine on March 1, 1950. With an automatic attachment, air compressor, truck lift, and 4,500 pallets, this machine has turned

out nearly 400,000 blocks in the past two years!

Bedgood sells the modular 8x8x16 quality concrete block for 20 cents each cash and carry or for 22 cents delivered in his trading area. He sells blocks for 18 cents each when picked up in quantity by another dealer or general contractor.

So far, Bedgood pointed out, nine out of 10 of the concrete blocks have been sold to contractors, and the other 10 per cent to home-owners.

Nationally now, it is estimated that one out of every 10 houses is built with part or all exterior walls made of concrete blocks or bricks. So, concrete masonry units have become a significant factor in the materials business.

A survey in 1949 by *Pit and Quarry* magazine indicated that residential construction accounted for 49 per cent of the total concrete block output. The industry production was estimated at 226 million 8-inch equivalents. In 1949, concrete masonry accounted for some 64 per cent of the total masonry wall volume. This compares with a little more than 20 per cent of the volume in 1937.

Bedgood confesses that he installed his own concrete block plant to keep an exclusive block producer from "cornering or monopolizing the whole local market." His new machine stamps out 180 blocks per hour. His storage (See CONCRETE BLOCKS page 93)



SUPPLY & DEMAND

WITH METAL materials flowing again in fairly ample supply, about the only thing that most dealers lack is enough customers! Even Washington bureaucrats seem reconciled now to the fact that enough building materials can be made available (and labor—in most areas) to build practically any light structure a customer needs.

According to the Plumbing and Heating Industries Bureau, "there is every indication that ample supplies of plumbing fixtures, boilers, radiators, convectors, and baseboards will be available for new construction as well as modernization in 1952."

Other press releases indicate that most B products made of aluminum, such as windows and window screens, can be had on immediate delivery.

HOUSING STARTS during February showed a gain of 15 per cent over January, and were only 3 per cent below the 1951 level. The number of starts was estimated at 77,000. New construction put in place for the first two months of '52 totaled slightly higher than for '51. Industrial building offset drops in residential and commercial.

However, the easing of controls under new Federal orders makes the picture for light construction

for the rest of the year much, much brighter. Some authorities now predict up to 1,000,000 housing starts this year.

The setting of money ceiling prices on West Coast softwood and Southern hardwood lumber—along with the forthcoming similar regulation on Southern pine—is making it easier for all industry factors to figure costs and prices in the firming lumber market.

The National Lumber Trade Barometer for the week ending March 29 showed lumber shipments for year to date 5.9% above production, and new orders 7.8% greater than output. For the week, new orders were 8.3% below production, and unfilled orders amounted to 42% of gross stocks.

CDHA Committee Headed by Floridian

A. Frederick Smith, of Fort Lauderdale, Fla., on March 31 was appointed chairman of the Advisory Committee on Defense Areas by the Defense Production Administration. A former chemical and paint jobber, he succeeded Ivan D. Carson, HHFA deputy administrator.

Under Public Law 139, the Com-

mittee on Defense Areas and its predecessor through March had certified 167 communities as Critical Defense Housing Areas. Among the most recent:

The **Orlando, Fla.**, area with 120 rental and 80 sales units programmed.

The **Charleston, S. C.**, area with 200 rental units.

The **Parsons, Kan.**, area with 75 rental and 75 sales units. Also the **Lawrence-Olathe, Kan.**, area with 200 rental units and rent control.

The **Indian Head, Md.**, area with 50 sales units.

The **Camp Breckenridge, Ky.**, area has been granted 25 more rental units. This makes a total of 175 rental and 50 sales units.

Fifty more sales units have been programmed in the **Savannah River** area in Georgia and South Carolina. This makes 3,370 rental and 580 sales units—or a grand total of 3,950 units. The **Valdosta, Ga.**, area has another 100 rental units added to the 300 rental-unit start.

In **Texas, Laredo** is CDHA with rent control, 200 rental and 50 sales units. **Port Lavaca**, 25 rental and 25 sales units. **Del Rio**, 160 rental and 40 sales units. **Rockdale**, 60 rental and 80 sales units. **Lone Star's** 150 rental units have been supplemented by new programs of 350 rental and 50 sales units.

New Cameron Shield

A new company shield in the form of a blue and orange shield bearing the slogan, "Cameron—Capable, Dependable, Since 1868," was adopted and officially introduced to officers, stockholders, and employees of William Cameron and Company at a banquet in Waco, Tex., March 18.

Presentation of the shield, which is an adaptation of the family coat-of-arms of founder William Cameron, was made by G. H. Zimmerman, president and board chairman, to more than 400 people.

Hundreds of the shields, in the form of porcelain enameled signs, will be posted on the firm's 103 property operations in Texas, Oklahoma, and New Mexico. William Cameron and Company is one of America's oldest and largest distributors of building products.



ROLLORAMA BRINGS HARDWARE SAMPLES TO DEALER

This new mobile displayroom—the Rollorama No. 242—will carry over 1,500 samples of Stanley hardware, mounted on 40 display panels, to retailers and wholesalers all over the country. Items displayed range from small friction cabinet catches to heavy garage-door-spring assemblies. The showroom will be staffed with factory-trained personnel. In the rear of the air-conditioned Rollorama is a lounge in which dealers may discuss their hardware problems with factory representatives.

Behind the Economic Trends . . .

CURRENT economic stability that has now overtaken American business and industry appears to be the result of several contrasting conditions rather than any planned program of business or government leadership. Although much of the effort of the governmental control program has been directed toward the establishment of semi-rigid controls over economic activity, nevertheless powerful non-control forces working against each other have tended to create a stalemate as far as economic change is concerned.

In the first place, consumer buying has been characterized by caution and unusual saving ever since the Chinese intervention in Korea which set off a buying spree of great force. In fact, since February of 1951 this trend toward caution has been increasingly in evidence. This fact has caused greater control over the economy than probably any other factor that might be mentioned.

In addition, it has also built up a pool of savings in spite of high price conditions that should touch off another whirl of buying when and if prices tend to soften and become more reasonable.

Economists speak of demand only when the desire for an economic good is coupled with the ability to buy. At the present time both factors are present, but the consuming public is wary about the expenditure of its income.

The second non-control force in evidence is the government defense program. Through administration and planning this force has not been allowed to hit the economy with a crushing impact of heavy expenditure, but has been drawn out over a considerable period of time. It now will reach into 1955 and, with public approval now in evidence, it should be allowed to continue well beyond that date.

Public opinion, often against heavy government spending, appears to favor government defense operations in general but questions the possibility of waste and inefficiency. This is a healthy sign both for the strength of the economy as well as the strength of the nation. So there should be a continuing pressure on the economic life of the United States, for the next several years at least.

TIMELY COMMENTS by

**J. WHITNEY BUNTING, Director
University of Georgia Bureau of
Business Research**

from governmental defense spending policies.

As can be readily seen, the two pressures mentioned above with about equal strength have resulted in a stalemate as far as business expansion or contraction has been concerned. It might be said that the two factors are more or less in balance at the close of the first quarter of 1952.

The third factor noted is that of industrial production and expansion policy. This factor can cause widespread havoc in the present economic stability picture if not carefully watched and controlled. Business leaders have adopted a cautious expansion policy so far and it would appear that this same condition may continue through the greater part of 1952. The result has not been a heavy oversupply of productive facilities or equipment—but rather a planned program of expansion designed to keep pace with consumer buying patterns and the government's defense policy.

Again, this policy speaks of health in the American economy because, unlike patterns evident in the past, business leadership is not moving for rapid expansion unwarranted by long-range conditions. They appear satisfied with needed expansion only.

Post-election years have always promoted the idea that election time is poor business time. This can be borne out by reference to most hotly contested political campaigns and it is evident that the warmer the election the colder business prospects appear to be. Many observers feel that the year 1952 will be no exception to the general pattern.

However, certain facts enter into the picture this year that have not been so vivid in the past. First there is the fact that big business will probably not be attacked by candidates for either party this year. Business and government cooperation is needed more than ever at the present time because of the

defense build-up program. Neither political party nor their leadership can afford to alienate business interests at a time when national economic strength is so necessary for the survival of democracy.

Regardless of which party emerges the victor at the November polls, business and industry must continue to cooperate with government for a strong nation. Any political attempt to alienate the two would merely court disaster. Furthermore, unlike the past, prominent business leaders are registered in both parties. The Republican Party is no longer the sole business party and support of business leaders is given to both political organizations. So, unwarranted attacks on "big business" must be forgotten this year and election campaigning must follow more valid lines.

The wave of government scandal and the resulting investigations has illustrated clearly the fact that business is in no worse ethical position than is governmental administration.

The three facts above indicate that business should be far less susceptible to attack from political personages than ever before. The result should be a good strong year for business development in spite of interest in campaigns and election promises. And regardless of which party emerges the victor, it is certain that the defense program will be maintained for several years more at least.

"SCHOOL PLANNING" is a 456-page book said to be the "largest collection of architectural planning data on schools ever assembled." It contains material gathered from *Architectural Record* during the last 10 years. It includes a working method of testing school plans for comparative structural cost, using real figures. It includes new techniques for lighting, heating, equipping, and audio-visual classroom planning. \$8.00 a copy from the F. W. Dodge Corporation, 119 West 40th Street, New York 18, N. Y.

FEDERAL CONTROLS

that may affect Your Business

REGULATION W was amended on March 24 by the Federal Reserve Board to remove the requirement of a down-payment for home repairs and improvements costing less than \$2,500. The maximum permissible maturity period for this type of instalment credit, however, remains 36 months.

Mill ceilings in dollars-and-cents were established on "Southern Hardwood and Yellow Cypress Lumber" by the OPS through issuance of **Ceiling Price Regulation 132**, effective March 24.

Ceiling Price Regulation 128, effective March 18, establishes dollar-and-cent prices at the mill for Pacific Northwest Douglas fir, true fir, and West Coast hemlock lumber. Special treatment is accorded commission-man sales and also retail sales by Producers.

Section 16 of CPR-128 provides for an addition of \$3.50 for mixed-car shipments, which are described as those having four or more "items" in a car.

Retailers and wholesalers of all these wood products remain under GCPR, SR 87, or SR 29—which ever they elect to use in establishing their lumber prices.

Revised CMP Reg. 6, as predicted here last month, liberalized certain construction restrictions. On March 6 it superseded, replaced, or absorbed the original CMP Reg. 6, Direction 1 to that order, and NPA Reg. M-4a.

Five tons of carbon steel, including two tons of structural, may now be self-authorized for commercial, school, and other non-industrial construction. Aluminum wiring may be substituted for copper on the basis of 1 pound of aluminum to 2 of copper. Foreign and used steel may be used for construction, without authorization, provided the job requires no more copper or aluminum than was authorized for the project.

New housing construction is covered by NPA Order M-100, which became effective March 6. This order:

Increases by 500 pounds amount of steel used in dwellings of less than four family units.

Provides for additional copper where local building codes require it for water service. Also more copper where electrical heating is used.

Permits additional amounts of steel and copper for initial installations of electrical wiring and plumbing in dwelling alterations and improvements.

Permits construction of seasonal housing without self-authorization of controlled materials.

Salary Procedural Regulation 1 informs applicants how to file for determinations or adjustments in salaries and other pay of employees who come under the jurisdiction of SSB. General Wage Regulation 21, Section 3, has been amended to remove the previous requirement of 10 years' participation in a profit-sharing plan with respect to normal retirement.

WIRE SCREENING

(From page 35)

that respect, is almost infinitesimal, not enough to offset the superiority of bronze in strength and rigidity.

Rigidity, by the way, is an important attribute to look for in any window screening. Stiff, rigid screening handles better in the wiring of window, door and porch screen frames: it cuts straight and true without any jumping of the knife or shears back and forth through adjacent wires; and it will lie straight, with the wires in perfect alignment with the frame.

Stiff wire screening will hold its shape when cut to even the smallest dimensions, with or without the selvage left on. It can be tacked into screen frames without any bulky "hem" or necessity of folding it back upon itself for tacking. And rigid metal screening will stretch out perfectly flat, free from wrinkling or "puckering," when it is tacked into a wooden frame.

Due to a wealth of practical experience with aluminum alloys in the airplane field during the war,

plus extensive laboratory research, concentrated directly on insect wire screening, a type of aluminum screening is now being marketed which is radically different from the old pre-war product.

This new screening is woven from what is known as 56S clad aluminum wire. By clad is meant a type of wire where the core is composed of one set of elements, designed for strength and ductility (satisfactory weaving and wearing qualities), and an outside coating of somewhat different chemical analysis, designed to protect the core from deterioration upon exposure to the weather.

The cladding is not perceptible to the naked eye — not, in other words, a wire *visually* composed of two separate sections. The cladding element is poured over and around the billet before it is formed into rods and then drawn into wire; that perfects a bond between the two segments which is so close that it would take a powerful microscope to detect it. That is the secret of the success and popularity which present-day aluminum screening enjoys over the old solid-wire product.

Clad aluminum insect wire screening is a commercially standard item. Mesh sizes and widths are the same as for bronze and galvanized, but the standard wire diameter for aluminum is .013" instead of .011". To withstand the tension and whipping action involved in weaving operations, a heavier wire must be used for clad aluminum screening.

In the comparatively short space of six years since the close of World War II, the sale of clad aluminum screening has climbed to a point where it is practically on a par with bronze in popular acceptance.

Monel wire screening, which formerly enjoyed wide popularity along the Atlantic Seaboard, is no longer considered efficient and is practically off the market for use in the Continental United States. Considerable quantities of monel screening, however, are still being made and shipped to the Hawaiian Islands.

Extensive experimental work is being done on insect wire screening made of various newly popular metals and alloys such, for example, as titanium screening. But none of them has yet reached a commercial marketing stage.

(Mr. Bacon's second article in this series will appear in May.)

NEWS of the INDUSTRY

Air-Conditioners Help Sell 25 Homes in 5 Days

Within five days after a public opening on March 23, two Dallas, Tex., homebuilding firms had sold 25 homes in what is perhaps the first low-cost housing project in the nation with complete, year-round air-conditioning.

The house is available in two similar plans, for either \$12,500 or \$12,700. Each offers compact, contemporary design with three bedrooms, combination living and dining area, and modern electric kitchen.

Installed at a cost of \$1,500, summer and winter air-conditioning get credit for much of the sales appeal in this new house in Dallas, where memory of a scorching 1951 summer still lingers.

A common duct system ties the air-conditioner and furnace together so that heating and cooling thermostats can control temperature around the calendar. When neither cooling nor heating is needed, the system can be set to introduce fresh, filtered air.

Spokesmen for the General Electric Company, whose cooling and heating units are used, and for the two building firms—Laughlin and Silver, and Lewis and Lamberth—declare that this new-type home dispels the almost universal public fear that a dual air-conditioning system is too expensive to install and operate.

Operating costs for Dallas are estimated at approximately \$93 a season for cooling, and \$40 for a normal heating season.

San Antonio Lumberman Fifth Mayor in Family

Sam Bell Steves, head of Ed Steves and Sons lumber firm in San Antonio, Tex., is the fifth member of his family to serve as mayor. He was unanimously elected when Jack White resigned.

John Smith, Steves' great, great grandfather, was San Antonio's first mayor. Other mayors in the family included Sam C. Bell, his maternal grandfather; Albert Steves, his paternal grandfather,

and John Tobin, his great uncle.

Steves succeeded as mayor pro tem by Mike Cassidy, another lumberman.

Many other Texas lumber dealers serve their towns as mayor. Among them are Marvin C. Alson, Sweetwater; Cecil Cothurn, Pecos; Alvin M. Clark, Rotan; W. S. Drake, Austin; W. B. Elliott, Thorndale; John Gillette, Alpine; Ike Hallman, Menard; Gene Klein, Amarillo; Phil McGee, Robstown; Herbert Pike, Weslaco; Herb Stokely, Brownsville; Herbert Turner, Childress; Lamar West, Levelland; and Joe Wolfshol, Beeville.

Among dealers serving as city councilmen in Texas are F. E. Baldwin, Nixon; Lee Battle, Cleburn; A. E. McCain, Tyler; L. E. McQuinn, Boerne; James Haile, New Braunfels; J. Lee Johnson, Ft. Worth; W. E. Darden, Waco; James Rockwell, Houston; Charlie Woods, Bastrop; Jim Wilson, Floydada; G. H. Zimmerman, Waco.

Texas, Virginia Firms Among Leading Retailers

Richards and Krueger Company in New Braunfels, Texas, and the Charlottesville Lumber Company in Virginia were among the top five retail building material firms selected by the Brand Names Foundation as outstanding "brand name retailers of the year" for 1951. Both firms have been the subjects of feature articles in this magazine.

Building-material retailers chosen in the competition by the 18 top 1950 winners of the "brand name" honors are: (1) A. W. Burritt Company, Bridgeport, Conn.; (2) Richards and Krueger Company, New Braunfels, Texas; (3) South Bend Lumber Company, South Bend, Ind.; (4) Charlottesville (Va.) Lumber Company, and (5) John Schroeder Lumber and Supply Company, Milwaukee.

The plaques and citations for

LOUISVILLE DEALERS ADVERTISE JOINTLY



Thirty-seven retail building material dealers in and around Louisville, Ky., have formed "The Quality Group," an informal organization that has set out to educate the public of the importance of using properly manufactured and seasoned lumber. The first newspaper ad appeared March 16. The Southern Pine Association offers advice on the program, which includes newspaper publicity; meetings with builders, architects, and loan groups; window and lobby displays, and literature distribution. Discussing campaign plans here are Charles W. McBurney, SPA publicity director; C. R. Frazier, SPA field representative, and William B. Stansbury, Stansbury is executive secretary of the Falls City Construction Materials Association, which is handling campaign details.

these and other outstanding 1951 brand-name retailers will be presented at the Brand Names Day-1952 dinner on April 16 at the Waldorf Astoria Hotel in New York City.

Coca-Cola Export Chairman James A. Farley and Dr. Nicholas Nyaradi, former finance minister of Hungary, will be the featured speakers. The Sid Caesar television "Your Show of Shows" for one hour will comprise the dinner entertainment.

Anti-Fire Columns to Save Steel Approved

Critical structural steel can be saved in future buildings by using a new featherweight fireproofing for steel columns which won official recognition through tests run at the Underwriters Laboratories in Chicago last month.

Engineers for the Perlite Institute and the Metal Lath Manufacturers Association, who jointly

sponsored its development and testing, state that the simplicity of construction is a time and money saver. There are no forms, no backfill, no fancy furring gadgets.

A 10-inch steel column 8 feet long, protected with a thin membrane of metal lath and perlite-plaster was placed in a room-size gas furnace and exposed to temperatures as high as 2,000 degrees F. to simulate a flaming building. The temperature of the column at



27 Complete Georgia Tech's Seventh Short Course

TWENTY-SEVEN people attended the short course on merchandising lumber and building materials from February 10 to March 14 at the Georgia Institute of Technology in Atlanta, which was sponsored by the Southeastern dealer associations.

As usual, several suppliers entertained the students. This year's festivities were provided by U. S. Mengel Plywoods, Inc.; Southern Zonolite Company, and the Huttig Sash and Door Company.

Kneeling, left to right, are C. D. Gregory, Jr., Builders Supply Co., Lancaster, S. C.; W. H. Carlton, Townsend Sash, Door and Lumber Co., Lake Wales, Fla.; Paul Vizzinia, Wood Lumber Co., Birmingham, Ala.; J. D. Woodruff, Hill Lumber and Supply Yard, Inc., Sanford, Fla.; Wallace S. Crouch, Jr., Crouch Lumber Co., Albany, Ga.; Albert J. Green, Ed M. Green Co., Union City, Ga.; Paul A. Grantham, Anguilla Lumber Co., Anguilla, Miss.; C. H. Taylor, Georgia

Tech short-course coordinator, and E. K. Stephens, Burns Brick Co., Macon, Ga.

Second row: Thomas G. Myers, East Side Lumber Co., Atlanta, Ga.; Ralph M. Dobbins, East Side Lumber Co., Atlanta; Alfred E. Edge, Townsend Sash, Door and Lumber Co., Lake Wales; H. L. Mays, J. E. Sears and Co., Inc., Appomattox, Va.; Clara Nunnally Roberts, Nunnally Lumber Co., Monroe, Ga., class secretary; H. B. Alexander, Batson-Cook Co., West Point, Ga.; James A. Vinson, A. T. Griffin Mfg. Co., Birmingham, Ala.; H. G. Hunnicutt, McNair Lumber and Supply Co., Macon, Ga.; T. R. Milne, Magnolia Builders Supply Co., Magnolia, Miss.; and Alexander L. Tharpe, Jr., Ft. Myers Builders Service, Ft. Myers, Fla.

Back row: James B. Fuller, Fuller Lumber Co., Winter Park, Fla.; James T. Doty, Carey and Co., Inc., Pensacola, Fla.; Irbie M. Bullard, Cape Fear Supply Co., Fayetteville, N. C.; Earl

L. Tedford, Nowell Lumber Co., Inc., Cleveland, Miss.; Dean Lloyd Chapin, Georgia Tech.; G. Herndon Judd, Baughan Construction Co., Inc., Luray, Va.; Louis P. Anderson, Springfield Lumber Co., Springfield, Tenn.; E. G. Merritt, Carolina Lumber and Supply Co., Atlanta, who served as class president; James M. Pyle, Jr., Clinchfield Supply Co., Inc., Kingsport, Tenn., and Tech's Professor R. S. Howell.

Builds 10-Ton Windows!

Windows weighing over 10 tons each are being built by the Du Pont Company with the Pittsburgh Plate Glass Company's non-brown-ing glass. They are made for the Atomic Energy Commission's Savannah River Project in South Carolina to protect plant workers from high-level gamma radiation.

the end of four hours was well below the point where steel will twist or buckle. Four-hour column protection is the maximum required by any building code.

Self-furring metal lath is wrapped around the column, corner beads are attached, and gypsum-perlite plaster is applied to a thickness of 1¾ inches. Perlite is substituted for sand in the plaster because it is an extremely lightweight material with remarkable ability to insulate against high temperatures. Metal lath embedded in the plaster gives a two-way reinforcing against temperature and structural stresses.

Cost studies show that the total costs of structural steel buildings vary substantially according to their weight. This new fireproofing is only one-seventh the weight of standard protections such as those encasing the column in concrete or brick. The weight savings in an average 12-story building supported by 20 columns will exceed 260 tons!

Brockbank Names Chairmen for NAHB Committees

Committees to serve the National Association of Home Builders have been announced by Alan E. Brockbank, new president of the association.

Southern and Southwestern builders heading committees are:

William Clark, Memphis, Tenn., chairman of the sub-committee on economy rental housing; W. Hamilton Crawford, Baton Rouge, La., joint NAHB-Producers Council committee; E. J. Burke, Jr., San Antonio, Tex., building codes committee; Martin Bartling, Knoxville, Tenn., alternate materials committee; W. P. (Bill) Atkinson, Midwest City, Okla., field research committee; Joseph Vatterott, St. Louis, Mo., labor committee.

R. G. Hughes, Pampa, Tex., NAHB budget committee and defense and military housing committee; Emil Gould, Miami, Fla., public relations committee; Waverly Taylor, Washington, D. C., committee to study history of NAHB, and B. A. Martin, Atlanta, Ga., international housing study committee.

These committee chairmen will serve through 1952.

James Pearson, Washington, D. C., is president of the executive officers' council.

NOW WITH BARCLAY



GEORGE J. DINGES, above, on April 1 became Southern sales manager for the Barclay Manufacturing Company, makers of pre-finished wallpanels. For 21 years he had been connected with the Celotex Corporation—since 1939 as Atlanta branch manager.

Dinges has been succeeded in that position by A. L. (Dick) Dent, Jr., formerly assistant manager. The new assistant manager of the Atlanta Celotex branch is the former sales representative in the Nashville, Tenn., area, R. C. (Bob) Moore.

To serve Barclay dealers in the South better, Dinges will establish a new divisional office in Atlanta, Ga., and organize a territorial sales staff for the states of Virginia, West Virginia, Kentucky, Tennessee, Arkansas, Louisiana, Mississippi, Alabama, Florida, Georgia, and the Carolinas.

Born in St. Louis, Mo., in 1904, George Dinges served for four years as a sales engineer for the American Radiator Company in Missouri. He joined the Celotex Corporation in 1931 as a salesman in the Nashville, Tenn., area. Five years later he was appointed assistant manager of the New Orleans branch, and a year later he became manager of the Cleveland, Ohio, branch.

When Celotex decided in 1939 to establish an Atlanta branch, Dinges was selected to head it up. He has since become widely known by building supply dealers throughout Dixie.

During World War II Dinges rose rapidly as an officer in the U. S.

Army, starting as a first lieutenant in the Ordnance Chief's office in Washington. He later activated and commanded the 339th Ordnance Battalion, which he led in England and the Ardennes, Battle of the Rhineland, and Central European campaigns. While in Germany in 1945 Dinges was commissioned lieutenant-colonel by General Eisenhower. He now is a full colonel in the reserve, assigned as ordnance officer of the 108th Airborne Division.

Dinges is a member of the Society of Military Engineers, the American Ordnance Association, the Military Order of World Wars, Acoustical Society of America, American Society of Heating and Ventilating Engineers, Atlanta Hoo-Hoo Club No. 1, the Producers Council, the (Episcopal) Cathedral of St. Philip, and the Atlanta Athletic Club.

He is the husband of the former Virginia (Jack) Shaw and a graduate of the Command and General Staff College at Fort Leavenworth and the Industrial College of the Armed Forces in Washington, D. C.

Georgia-Pacific Promotes Black and Other Executives

Directors of the Georgia-Pacific Plywood Company recently elevated S. Rexford Black to senior vice-president. Also given a position of greater responsibility was Vice-President Robert B. Pamplin, who is now in charge of administration.

A new vice-president, Stewart W. White was added to head plywood and door sales. White has been with G-P for four years and,



S. REXFORD BLACK

like Black, has headquarters in Olympia, Wash.

Black has been in charge of the Western division for five years and is a former vice-president of the Weyerhaeuser Timber Company.

Pamplin, a CPA, joined Georgia-Pacific 17 years ago and rose to treasurer and financial vice-president before his recent promotion. He is located at the home office in Augusta, Ga.

PERSONNEL PARADE



V. P. OF CELOTEX

Marvin Greenwood was elected a vice-president of the Celotex Corporation at a recent meeting of the board of directors. Greenwood joined Celotex in 1925. He has served successively as assistant to the sales manager, manager of the St. Louis sales division, and assistant general sales manager. As vice-president, he continues his duties as general sales manager.

MARQUETTE CEMENT MANUFACTURING COMPANY: New traffic manager is James Edward Christiansen. He joins Marquette after 22 years in traffic work elsewhere. His headquarters are in the general offices in Chicago.

AMERICAN LUMBER AND TREATING COMPANY: Donald E. Curtice has been promoted from superintendent of the Port Newark, N. J., plant—a post he has held for six years—to general superintendent of all company plants, with headquarters in Chi-

cago. Curtice was one of the early promoters of "package" methods of handling lumber.

ALUMINUM INDUSTRIES, INC.: H. J. Hater, president, has appointed R. Wain Bowman general manager of the aluminum paint and varnish division. Previously he was assistant director of purchases.

HACHMEISTER-INC.: William J. Mock is new sales promotion manager for the building materials division. His program helps dealers promote Hako asphalt tile, and Coronet and Vinylflex plastic tiles.

AMERICAN CONCRETE INSTITUTE: The board of directors has named Harvey Whipple as editorial consultant. He became secretary in 1919 and treasurer in 1921. Acting secretary-treasurer is Fred F. Van Atta.

CECO STEEL PRODUCTS CORPORATION: E. C. Bangham has been appointed manager of the Washington, D. C., district. His new assistant is David W. Ochiltree. Kenneth Olson has been made district engineer at Wheeling, W. Va.

WESTINGHOUSE ELECTRIC CORPORATION: Robert M. Fichter has filled the new post of sales promotion manager of consumer products. He is responsible for coordination and staff supervision of all consumer products sales activities. He previously was major appliance advertising and sales training manager.

ASH GROVE LIME AND PORTLAND CEMENT COMPANY: This Kansas City firm recently announced the promotion of Gail Hamilton to sales manager. Before becoming assistant sales manager two years ago, Hamilton was a territory salesman in Missouri.

50th Birthday for NLMA

The National Lumber Manufacturers Association will celebrate half a century of organization at its annual meeting May 8-10 in St. Louis, Mo.

The program at the Jefferson Hotel will review 50 years of progress in the American lumber industry. It will cover forestry practices, production methods, distribution channels, and development of new wood products.

HEADS DEALER SALES



Fred G. Johnson has joined the Weyerhaeuser Sales Company, St. Paul, Minn., as trade promotion manager of the merchandising division. He will direct the program as related to retail lumber dealers, builders, and consumers. He supervises exhibits and maintains a complete field analysis program. For the last six years Johnson was general sales manager for William Brothers Boiler and Manufacturing Company, and for 15 years before that was with the United States Gypsum Company.

Architect-Builder Teams to Be Honored by NAHB

To give recognition to the achievements of America's home-builder-architect teams, the National Association of Home Builders has announced a merit award program.

This award program, called "New in '52," was started by the NAHB-American Institute of Architects collaborating committee to prove that builders and architects are cooperating more than ever to design original, more spacious and livable homes. This committee will act as judges to select outstanding entries.

Awards will be given where merit exists, without limitation on the number of entries. Winners will receive scroll-type citations suitable for framing and will be entitled to use an especially-created merit award symbol in their advertising.

Look...Mr. Dealer

**Complete weathertight protection
— plus easy sliding windows
at all times!**

The Bilt-Well Patented Superior Jamb liner provides both. Its flexibility automatically *overcomes sticking* from expansion and *overcomes leaking* from contraction.

And, because it does both, Bilt-Well Superior Windows fit snugly and slide easily under all weather conditions. Plus this unusual ease of operation, *finger-tip lift* is also featured with truly counter-balanced sash by guaranteed overhead spring balances.

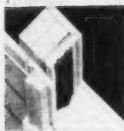
Mr. Dealer: Please ask your Wholesale Jobber for prices, or write us for literature and name of nearest jobber.

Bilt-Well Superior Windows are manufactured of kiln-dried Ponderosa Pine. Chemically treated with toxic water-repellent solution approved by National Woodwork Manufacturers Assn.

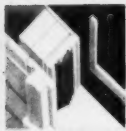
CARR, ADAMS & COLLIER CO.
DUBUQUE, IOWA



Adjustable to various wall thicknesses



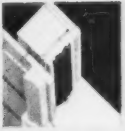
25/32" outside sheathing and 1/2" fath and plaster on 2 x 4's and Superior full width jamb.



25/32" outside sheathing and dry wall 1/2" or 5/8" inside on 2 x 4's and "Superior" mines inside slip on jamb.



1/2" outside sheathing and dry wall 1/2" or 5/8" inside on 2 x 4's, cut off rib on blind stop and remove inside jamb stop.

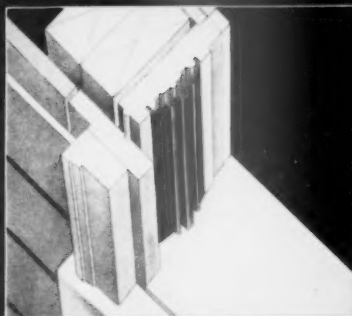


1/2" outside sheathing and 1/2" dry wall applied over 1/2" insulation board on 2 x 4's, cut off rib on blind stop.



BILT-WELL Superior Wood Windows

The exclusive
BILT-WELL
jamb liner



Western Pine Members Adopt Pattern Standards

Members of the Western Pine Association adopted a group of standardized Western pine casing and base patterns at their recent meeting in San Francisco. The standards—to be known as the 300 series—were the result of a series of meetings held last year to consolidate the many contours and sizes made in various sections.

The association also approved clarification of molding grading rules to limit the amount of under-eight-foot lengths to 15 per cent in one item.

The members will sponsor a 10th anniversary Tree Farm program during 1952.

This year the Western Pine Association will contribute to the Tree Farm Programs in seven states.

President Walter S. Johnson was re-elected, and Vice-President U. R. Armstrong and Treasurer C. T. Gray continue in their offices. Bruce Elmore was elected vice-president.

NEW YARD LOOK

(From page 33)

plants. Because of the possible savings in labor and in cost, the use of fork-lift trucks has expanded, until now they are found at many of the Southern sawmills and concentration yards.

Some mills do not handle lumber in stickered unit packages because they are equipped with conveyors and mechanical stackers to build kiln truckloads. Some companies prefer to hand-stack yard piles, although they may possess fork-lift trucks. Hand-stacking in the yard is also practiced by small mills where the amount of lumber produced and handled is too small to warrant investment in a fork-lift truck.

The widespread use of fork-lift trucks for piling unit packages of lumber, both in the yard and on kiln trucks, raises the need for a critical appraisal of the effect of the new handling and piling method on seasoning practices.

In June, 1950, the author visited mills in Tennessee, Mississippi, Louisiana, and Arkansas to observe the handling, transporting, and piling of unit packages of lumber by straddle and fork-lift trucks.

Special attention was paid to yard layout and to piling practices in air-drying lumber. The object was to determine what changes in layout and in piling had resulted from the use of fork-lift trucks.

The main points of interest were those that might affect drying rate and drying defects.

YARDSITE. The requirements for a good site are not changed by the new piling method. The yard should be situated reasonably close to the mill and on high ground that is level, or nearly level, and well drained.

Wind-obstructing objects near the yard, such as tall trees, buildings, or hills, are usually detrimental, because they may restrict free movement of air across the yard site.

Yards preferably should not be located on low, swampy ground or near bodies of water, because the air in these vicinities is likely to be damper than that of the general locality.

YARD SURFACE. A good yard surface facilitates the transporting and handling of lumber and contributes to free air movement in the yard. A good yard surface is smooth, firm, and free from vegetation and debris. Vegetation and debris choke off air movement over the surface of the ground, and debris harbors stain and decay fungi.

A good yard surface or pavement is more important where fork-lift trucks are operated than it is with older types of transportation and piling. Rough pavements cause wear and tear on fork-lift trucks, and they may cause

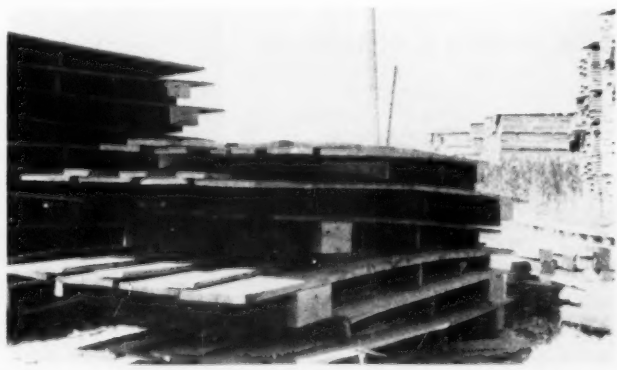
displacement of stickers and boards in unit packages transported by straddle or fork-lift truck, which would make accurate piling difficult. Consequently, in yards where straddle and fork-lift trucks operate, not only the main and cross alleys should be well surfaced but also the areas occupied by the piles.

Of the plants visited, some had concrete yard alleys, and others had concrete over the yard areas occupied by the piles. One yard, located on a swampy site, was surfaced with hardwood planking. Several yards were surfaced with gravel. In addition to paving the alleys, one company provided concrete runways beneath the piles for the wheels of the fork-lift truck, while several provided planks.

YARD LAYOUT. The yard layout consists of main alleys, cross alleys, and rows of piles. The spacing between the rows of piles and between the piles is also a part of the layout. The main alleys in the new type of yards are generally 24 to 30 feet wide, or somewhat wider than the 16 to 20 feet for yards with hand-stacked piles.

Main alleys are wider where fork-lift trucks are used, because loads are carried crosswise, and space is required for turning. The width and spacing of the cross alleys are not usually changed from those in yards with hand-stacked piles. The distances between main alleys, or the areas occupied by the piles of lumber, are considerably greater in the yards with unit-package piles than in those with hand-stacked piles.

Where formerly there were



Roof panels for unit-package piles of lumber are easily made by nailing boards to cross-pieces and placing battens over the cracks.

another Successful Dealer



Exterior view of Rounds & Porter Company, building materials wholesalers, Wichita, Kansas.

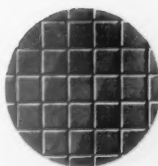


Mr. Wayne Smith, Purchasing Agent, looking through an AFCO catalogue.

The Rounds & Porter Company, dealers in building materials, has a total of 30 retail stores throughout the country, in addition to the large wholesale business in Wichita, Kansas.

Rounds & Porter has been handling A & F Wall Panel for 2 1/2 years. Their largest customers of AFCO are retail lumber dealers for homes in and around Wichita. Rounds & Porter's sales of AFCO Panel Board average from 20,000 to 25,000 square feet a year. They recommend AFCO to their customers because it has proved itself a good, dependable product, and their customers attest to its long-wearing beauty and service.

TIL-LITE



GLO-LINE



HI-LITE



Write for free AFCO catalogue showing complete line of Panel Board.

A & F TILEBOARD CO., INC.

ALEXANDRIA, LA.

never more than two hand-stacked piles between main alleys, there are now from two to more than 20. As a rule, rear alleys have disappeared, but occasionally a row is split into two groups, with a wider space between the groups of piles than between the piles.

Placing the piles in long rows, with little space between the rows and between the piles, creates a crowded condition that is presumably reflected in retarded drying.

PILE FOUNDATIONS. Foundations for piles of stickered unit packages differ in several respects from those for hand-stacked piles. For one thing, they are usually level or horizontal rather than sloped. They consist of timbers or cross beams placed perpendicular to the main alleys rather than parallel to them.

Foundations for unit-package piles seldom have stringers, but consist of timbers, blocked-up timbers, or timbers supported on posts or piers. Foundations for the unit-package piles are often lower than those for hand-stacked piles. A contributing reason for this is the low clearance, slightly over 6 inches, of the fork-lift trucks. Foundations higher than 6 inches must be specially designed to permit the fork-lift truck to operate between the timbers or cross beams.

Unit-package piles are often placed on 4x4-inch bolsters or 6x6-inch short timbers, which rest on the ground. (See picture on cover.) Where the foundation timbers are of sufficient length to accommodate more than one pile, they are generally fixed.

A fixed type of foundation may consist of two to six timbers or cross beams, either built up in solid form or supported on posts or piers. With this type, an operating space, usually 8 to 10 feet wide, is provided between the two innermost timbers.

Although several of the companies visited went to considerable trouble to construct pile foundations, in only two instances was the distance between the ground and the first course of lumber greater than about 1 foot. Greater distances are usually obtained with foundations for hand-stacked piles. Although, in general, the foundations for unit-package piles are level, they are sometimes built with a slight slope.

THE YARD PILE. When the piles are hand-stacked, the lumber

is transported to the yard and the piles are built by working from a main alley. Sometimes, elevating machines are used to build high piles, and, at some mills, lumber is piled from elevated tramways.

The unit-package pile contains two to five stickered unit packages and is one-unit-package wide. The unit packages are built before being transported to the yard, generally in stacking racks or jigs, or in semi-automatic stackers. The racks or stackers are equipped with sticker guides, generally on one but sometimes on two sides. The sticker spacing is often about 2 feet in hardwoods and 4 feet in softwoods.

In well-designed unit packages, the sticker spacing should correspond to the spacing of the timbers or cross beams of the pile foundation. In this case, the sticker spacing may not be uniform. For example, the sticker spacing for a 16-foot unit package placed on a fixed-timber type of foundation with a 9-foot operating space may be 3½, 4½, 4½, and 3½ feet.

Stable yard piles, three to five unit packages high, can not be built from poorly designed unit packages. Not only should there be sufficient well-aligned stickers, but the boards themselves should be properly placed.

If the boards of a unit package are not of one length, the outer tiers of lumber should be composed of the longest boards. This scheme, called box piling, assures firm corners, because all outer board and sticker ends are supported.

Well-built unit packages, with properly spaced and aligned stickers, can be placed on the foundations so that the tiers of stickers are aligned with the timbers of the foundation. If the bolsters or separators between the unit packages, which are generally about 4x4 inches in dimensions, are aligned with the tiers of stickers, then the pile is supported by columns consisting of the foundation cross beams, the tiers of stickers, and the bolsters. It is good practice to support the center of the pile by a blocked-up cross beam placed in the middle of the operating space just before the pile is made.

PILE SPACING. In the yard containing hand-stacked piles, the front end of each pile borders on a main alley and the rear end on a rear alley. Consequently, there is free movement of air at the ends of the piles. In the yards contain-

ing unit-package piles, spaces between the ends of the piles are obtained only if spaces are provided between the rows of piles when the pile foundations are laid out.

Spaces of several feet between the rows are necessary to permit air movement through the yard and to induce air movement over the sides of the piles. In the layout of a yard of hand-stacked piles, it is customary to provide spaces of 2 to 6 feet between sides of piles.

With the unit-package piles, it is easy to fall into the habit of placing the piles within the rows close together. This discourages the movement of air over the sides of the piles and thus prevents horizontal air movement through the piles.

CHIMNEYS AND FLUES. With hand-stacked piles, it is necessary and customary to build vertical chimneys or flues within the piles. (See photo on page 33.) These permit vertical air movement, generally downward, within the piles. Vertical chimneys or flues are particularly important with wide piles.

With the narrower piles of unit packages, there are often small spaces between the edges of the boards that form narrow flues, although these flues are not often straight-sided. With random-width boards, it is impossible to build straight-sided chimneys or flues in the narrow unit packages. Only if the boards are of one width can straight-sided flues be constructed.

On the other hand, it is doubtful that chimneys or flues are necessary in piles 3½ to 4 feet wide, particularly if the yard piles are well spaced. Under such conditions, the horizontal air movement from one side of the pile to the other is probably sufficient to accomplish drying.

When the seasoning process consists of air-drying in the form of unit packages, followed by kiln-drying in a forced-cross-circulation kiln, it is preferable to pile the lumber edge to edge.

ROOFS. The method of piling lumber has no important effect on the question of roofing. Hand-stacked or unit-package yard piles are roofed or not roofed in accordance with the practice at the particular yard. In some instances, piles of upper-grade lumber are roofed, while piles of lower-grade lumber are not.

Whether roofs are used depends on the opinion of the operator concerning the cost of roofing as com-



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pared to the loss in value of lumber that is degraded because of lack of roofing. Hand-stacked piles are generally roofed with different combinations of loose boards.

To be moderately watertight, such roofs require a good pitch, at least 1 inch per foot of run. With sloped hand-stacked piles, the pitch of the roof can follow the slope of the pile, or it can be increased by elevating the front end.

With piles of unit packages, which are generally horizontal or only slightly sloped, it is difficult to build a roof of the loose-board type with sufficient pitch to obtain moderate watertightness. Panel and sectional types of roofs are more applicable to unit-package piles than are loose-board types and are easier to build. Roofing unit-package piles is also easier than roofing hand-stacked piles, because the roof can be placed in position on the top unit package before it is placed on the pile.

Panels made by nailing a layer of boards to crosspieces and placing battens over the joints are sometimes used. (Illustrated on page 50.) Panels are also made by combining boards with roll roofing or building paper. The roof may consist of a single panel or of two panels. With a single panel, one end is elevated to secure a pitch. With two panels they may be placed so as to pitch both ways from the middle. Panels made from boards are handled manually or by fork-lift truck and they are placed while working at ground level.

Roofs for unit-package piles are also made from sheets of galvanized corrugated steel. The sheets are overlapped, and the roof is pitched to secure drainage. This type of roof is built by hand and placed on the top unit package while it still is on the ground.

The practice of placing piles of unit packages on low foundations and close together retards drying and increases the chances of staining. Retarded drying, except when required to control checking, reduces the efficiency of the yard as a drying unit. Consequently, unless the lumber industry adopts better piling practices for air-drying, it will not profit from the reduced handling costs made possible by modern handling and piling methods.

The Forest Products Laboratory plans to study yard layouts and piling methods used with unit packages in order to determine features that will promote better air-drying.

BUSINESS CHARTS

(From page 40)

and you observe from your chart that your rate of gross profit has decreased because of more competition, then as an astute businessman you will realize that you must reduce expenses in relation to your sales.

If your rate of gross profit dropped 2 per cent, your percentage of expenses to sales must also drop 2 per cent if you are to make the same percentage of net profit. Such is the advantage of running charts—you can see what you are doing and, if you know all the factors in your business, you can take steps to control these factors so that the final result is a good net profit.

Our company has prepared schedules entitled "Ten Important Facts for Management Control," which are charts similar to those I have just mentioned covering the following 10 major management factors:

1. NET PROFIT. (Net profit should be profit after income taxes.)

2. SALES VOLUME. (Dollars of net sales.)

3. GROSS PROFIT. (Generally, the difference between net sales and the cost of products sold.)

4. GROSS PROFIT PERCENTAGE OF NET SALES. (This is obtained from your profit-and-loss statement, and is usually given by accountants alongside the amount of gross profit.)

5. TOTAL EXPENSE. (To determine this item, total expense can be computed as the difference between gross profit and net profit before income taxes.)

6. TOTAL EXPENSE PERCENTAGE OF NET SALES. (Computed as outlined in No. 4, above.)

7. CLASSIFICATION OF ACCOUNTS RECEIVABLE BY AGE. (The amounts shown in this schedule should be the totals taken from your Accounts Receivable Aging. If your accounts receivable are not classified by age, it is suggested that a schedule be made [as explained in SOUTHERN BUILDING SUPPLIES last month].)

8. INVENTORY — Number of Average Days' Sales Represented by Inventory. (The amount of inventory is obtained from your Balance Sheet. To compute the

number of average days' sales represented by your inventory, divide the amount of inventory by the average daily cost of products sold. This daily average is obtained by dividing the cost of products sold for the accounting period by the number of days in the period.)

9. WORKING CAPITAL—CURRENT RATIO. (Working capital is the difference between current assets and current liabilities. The current ratio is computed by dividing the current assets by current liabilities.)

10. RELATIONSHIP OF NET WORTH AND TOTAL DEBT. (Net worth is obtained from your Balance Sheet. If a corporation, net worth is the total of the capital stock, surpluses, and undistributed profits. If a partnership, net worth is the total of the partners' capital accounts, drawing accounts, and undivided profits. Total debt should include both current and long-term liabilities as stated on the Balance Sheet.)

If you would like a set of these schedules we will be happy to send you some. Also a copy of our new booklet, "Alert Your Business to Changing Conditions."

Whatever the future may bring, that dealer who has adequate working capital, retains needed profits in his business, knows most about his operation, and acts with foresight will be best able to meet changing conditions properly.

Here is some food for thought in a quotation from Henry Heimann, executive vice-president of the National Association of Credit Men. He recently wrote:

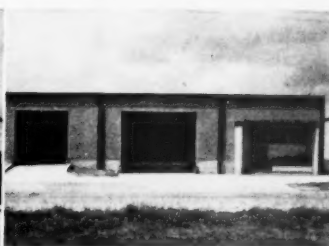
"It is well to remember that there are men of middle age now in business who throughout their lives have never really experienced the severe competition usually met in normal times. They have had their business training in a period of artificial stimulation or uneconomic and forced production so that a seller's market has characterized most of their business experience."

"This may seem unimportant as we again embark on a defense or preparedness program when most goods will find a market. But it is highly important to keep this fact constantly in mind when evaluating business management. Unless management has been through the 'mill,' commitments are apt to be made, expansions planned, and programs started which may cause them no end of trouble in more normal times."

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Eugene, Oregon

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You can purchase APMI Douglas fir plywood at any one of several centrally located Sales Warehouses.

These regional depots stock plywood that is grademarked and trademarked—your double guarantee of quality.

Equally important, you deal with experienced plywood men. Ask them about exterior-type; interior-type; about plastic surfaced plywood; about *Plyron*; and about *Sea Swirl*, the new three-dimensional decorative plywood for remodeling and new construction.

APMI representatives welcome your inquiries—and they are as close as your telephone.

ASSOCIATED PLYWOOD MILLS, Inc.

General Offices: Eugene, Oregon

Plywood plants at Eugene and Willamina, Oregon
Lumber mill at Roseburg, Oregon

ASSOCIATION ACTIVITIES

Predicts Election Year Will Accelerate Construction

FEDERAL "manipulation" in the next 12 months will be designed to "aid construction volume," James C. Downs, Jr., president of the Real Estate Research Corporation of Chicago, Ill., predicted at the

32nd annual convention of the Louisiana Building Material Dealers Association in New Orleans, March 19-20.

Downs based his prediction on the assumption that the administration will try to provide a "good setting for the forthcoming presidential election."

"Government regulations are being liberalized to permit wider range of building," he said. "Material shortages formerly in prospect have not developed or have cleared up. Money—the shortest commodity—gives some evidence of coming into freer flow in building, and increases in some areas, including Louisiana, are unleashing the demand for building."

Downs said he foresees no prospect for the lifting of rent control except at the local level.

Nearly 550 persons—including about 250 dealer personnel—attended the Louisiana convention at which J. Morton Myatt, of the Louisiana Lumber Supply Company in Baton Rouge, was elected president.

Other officers elected at the annual two-day get-together at the Jung Hotel include George Backer, Madison Lumber Co., New Orleans, first vice-president; Harry V. Balcom, Bolinger Lumber and Supply Co., Bossier City, second vice-president; R. Needham Ball, of Baton Rouge, executive vice-president; George E. Knoop, Otto Knoop Lumber Co., New Orleans, treasurer; and Mrs. Katherine F. Ball, Baton Rouge, secretary.

Directors elected include Roy S. Brown, Jr., South Street Lumber Co., Lake Charles; L. G. Morgan, Morgan Lumber Co., Shreveport; J. M. Myatt, Louisiana Lumber Supply Co., Baton Rouge; A. Lee Hodges, Superior Lumber Co., Monroe; Mrs. Nina Meredith, Jahnke Service, Inc., New Orleans, and Miss Beth Campbell, Bogalusa Lumber Co., Bogalusa.

Leonard E. Reed, of New York City, president of the Foundation for Economic Education, Inc., cited the dangers of "a growing social cancer" in the United States.

"This thing that is variously called socialism, communism,



New officers of the Louisiana Building Material Dealers Association are seen above inspecting a timber connector at the NLMA exhibit at the group's convention in New Orleans last month. The trio includes First Vice-President George L. Beckner, of New Orleans; new President J. Morton Myatt, of Baton Rouge, and Second Vice-President Harry V. Balcom, of Bossier City. One of the most popular exhibits at the convention was that of the Armstrong Cork Company, seen below. It featured the new interior decoration service provided building material dealers for their customers from the firm's Lancaster, Pa., headquarters.



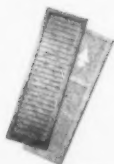
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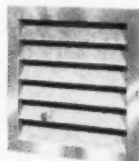
SCREEN DOOR GRILLES



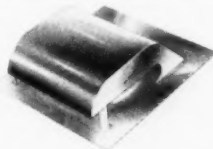
FLOWER BOXES



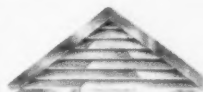
BUILT-IN MAIL CHUTES



ATTIC VENTILATORS



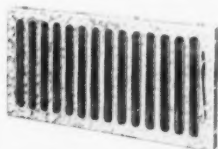
ROOF VENTILATORS



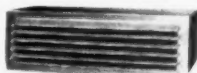
ADJUSTABLE TRIANGLE VENTS



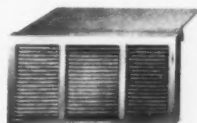
ADJUSTABLE CLOSET RODS



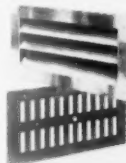
HEAVY DUTY FOUNDATION VENTS



BRICK VENTILATORS



FOUNDATION VENTILATORS



THRU-THE-WALL VENTILATORS

If you do not have a copy of the latest Leigh Catalog 52-I, showing the complete Leigh Line — Write us direct for your free copy.

LEIGH BUILDING PRODUCTS DIVISION

AIR CONTROL PRODUCTS, INC.

COOPERSVILLE

MICHIGAN



SHIELDS AND BALDWIN ARE HERE. T.M., U.S. PAT. OFF.



2 "To help the sale, I called in Leo Shields, the local Insulite Sales Representative. Between us, we explained why Insulite was so popular with builders and why it kept customers happy. We explained Insulite's advantages—like the special factory painted surfaces."



3 "This pre painted surface not only looks good in any type or style of interior, but it's extra durable. You can wash it over and over with mild soap and water and repaint it as often as you like. It keeps its good looks for years. I know... I have it in my own office!"



INSULITE DIVISION, Minnesota and Chicago Paper Company, Minneapolis 2, Minnesota

"Here's how I sold this 10,000-foot Insulite ceiling!"

Successful dealer, Glenn Ross, tells how he is building tileboard volume at his Golden Valley, Minn. yard.

"Every sale is different and this one was no exception. However, the builder in this case had a couple of familiar problems.

"He was putting up a supermarket and had to keep the dead load of the ceiling to a minimum. That meant lightweight construction. And he wanted a job that would go up fast.

"To meet these requirements, the specs called for ceiling tileboard. My job was to convince him that Insulite would give him the best results. Here's how I did it."



① "We got together and went over the specs. The first step was to decide which of Insulite's complete line of ceiling tileboard best suited this particular job. It seemed to me that Lusterlite, Insulite's smooth, pre-painted tileboard, filled the bill perfectly."



④ "But the clincher on this sale was the flanged tongue-and-groove joint. It's strong and wide and easy to work with. It's one of the big reasons Insulite tileboard goes up fast and stays put . . . and why an Insulite customer usually remains an Insulite customer."



It's a good bet that you'll find Insulite tileboard easier to sell too . . . because Insulite offers you this complete line in a variety of sizes:

ACOUSTILITE Perforated Tileboard: Insulite's popular sound-absorbing interior finish tileboard with tongue-and-groove or butt-edge joint.

FIBERLITE Acoustical Tileboard: Insulite's economical, double-duty acoustical tileboard that insulates as it hushes sounds.

LUSTERLITE Tileboard: Insulite's smooth, factory painted ceiling tileboard with the extra durable, easy-to-clean surface. Get samples . . . see for yourself. Contact your Insulite jobber, Insulite sales representative or write Insulite, 500 Baker Arcade, Minneapolis 2, Minnesota.

It'll pay you to sell

INSULITE

MADE OF HARDY NORTHERN WOOD



fascism, Fabianism, planned economy, and the welfare state—I call social cancer," he said.

"I call it social cancer because there is a characteristic common to all these 'progressive' ideas. It is a cell in the social consciousness that has a capacity for inordinate growth. It is a rapidly growing belief in the use of an organized police force—government—as a means to direct the creative activity of citizens within a society.

"We are losing our liberties by default. As the use of force increases, there is a corresponding and diminishing faith in free men to do the things that need to be done in a free society. The restoration of faith in free society is a process of individual learning. Businessmen have been spending millions of dollars in man-hours trying to sell the masses. That method is wrong. He must start with himself."

Don A. Campbell, president of Boner-Campbell Lumber Company and mayor of Lebanon, Kentucky, blamed government corruption for most of the nation's economic ills but lashed at farmers, workers, and businessmen who demand "special favors."

"You can't shout economy to the government and then jump in the pork barrel when it passes your way," he emphasized.

Looking into the future, Camp-

bell said "the present boom is 13 years old and the dangers of a let-down are vastly increased by this time element alone. The situation is especially precarious because there is plentiful evidence that the present state of industrial production has been artificially bolstered by our extensive arms effort."

"Inventories in many lines are heavy — many consumer needs have been met—retail lumber yards are having no difficulty getting goods to sell; yet our government has done everything in its power to curtail our business to the point where it may yet be the sickest industry of all."

Martin V. Coffey, general sales manager of the Philip Carey Manufacturing Company, Cincinnati, Ohio, urged the delegates to "go out and sell the American home."

"The industry waits for a contractor with a little gambling blood to start a new development or subdivision and then gets into the act by selling. There is a lot of money in American savings accounts, and most of this money is set aside for building purposes. It's up to the industry to convince these people to invest it now in homes.

Coffey also poured cold water on the premise that the United States has reached the saturation point in the building of new homes and, therefore, the years to come will

see most building activities in repairs and remodeling.

"Quit paying attention to experts from outside the industry who tell you this," Coffey advised the dealers.

In the United States in 1952 there will be about 950,000 residential starts unless there is an unforeseen catastrophe. We are short a minimum of 2,800,000 homes. Veterans are still living in temporary shacks provided for them. By 1956 we will have to double the number of schools to accommodate the children born during the war who have reached school age.

Other featured speakers at the convention included Norman P. Mason, president of the William P. Proctor Company, North Chelmsford, Mass.; E. H. Libbey, secretary, National Retail Lumber Dealers Association, Washington, D. C.; and retiring president Rufford H. Smith of the Louisiana dealers' group.

With Art Hood, editor of *American Lumberman*, as moderator, a discussion panel featured most of the convention speakers, plus Walter E. Wood, E. L. Bruce Company; Lee Bartholomew, Southern States Iron Roofing Company; and W. A. Compton, Allen Millwork Manufacturing Corporation.

In addition, nearly 80 exhibitors and cooperators participated in the convention activities.

NEW PRESIDENT URGES CAROLINIANS TO SEEK CUSTOMERS

"THE NUMBER of houses built this year will not be determined by the materials available but by our ability to find purchasers. The job

is cut out for us, and we can do it!"

With that challenging statement, W. F. Scarborough, of Lumberton,

N. C., took office as president of the Carolina Lumber and Building Supply Association at the 29th annual convention in Greenville, S.

SUPPORT AND USE YOUR ASSOCIATION

CONVENTIONS
Information Bulletins
Profitable Merchandising
Group Insurance
Plan Service
Yard & Store Arrangement

Public Relations
Labor Relations
Advertising & Promotion
Building Material Data Books
Sales Training
Industry Relations

LIAISON WITH GOVERNMENT
ANNUAL CONVENTION & GROUP MEETINGS

Sold themselves, new officers and directors of the Carolina Lumber and Building Supply Association are boosting the varied services of their group to other retailers in the Carolinas. From left you see President W. F. Scarborough; Vice-Presidents T. A. Roe, W. M. Spurrier, and J. A. Kendall; Directors M. R. Bagnal, Jr., and Ansel Alewine, and Secretary-Manager E. M. Garner.

For Sales Action . . . Sell Jackson!



One of America's
Leading Lines



Approved by
Underwriters
Laboratories, Inc.



**You won't miss
a single sale
with this line-up!**

**Jackson Table-Top Electric
Water Heaters come in a
range of models and prices
to fit any customer demand.**

Your customers may choose any one of these models according to their family needs. Available in both 30 and 40 gallon capacities, the counter height heaters are designed to fit in any kitchen, laundry, bathroom or rumpus room as a useful and attractive piece of furniture.

All cabinets are finished in gleaming white, with lustrous black "toe rail" at the bottom. Tanks are made of heavy gauge steel, hot dip galvanized; a full 2 inches of insulation surrounds each tank and minimizes heat loss. 230/240 Volts A.C. only.

These heaters are your answer to customer demand and increased profits.

Phone, wire or write today for full information on this outstanding line.

W. L. JACKSON MANUFACTURING COMPANY, INC.

1222 E. 40th Street

Chattanooga, Tennessee

SALES REPRESENTATIVES

J. A. LLOYD FACTORY SALES AGENT

Warehouse Stocks Carried

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GEORGE H. ANDERSON COMPANY

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Memphis, Tennessee
Telephone 9-2724

APRIL, 1952 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

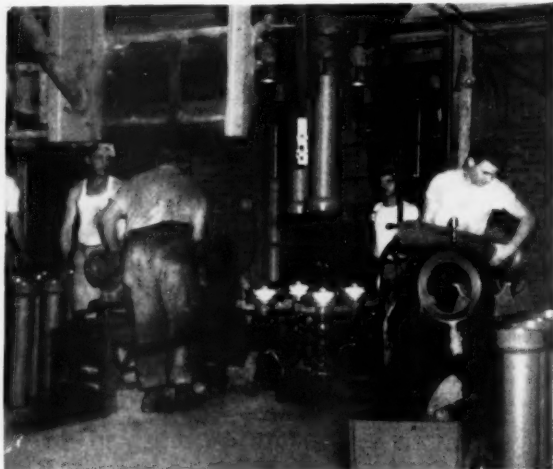
C. He succeeded J. C. Cauthen, of Rock Hill, S. C., at the three-day gathering of Carolina dealers.

"People are not spending money freely," Scarborough explained. "So, let's direct our advertising, displays, and other efforts to directing the consumer dollar to construction and home security, rather than for a new automobile, appliances, and the like."

"We need to urge manufacturers and jobbers to work more closely with us dealers. If they will give us the tools and other aid we will



"The thinking behind forest fire prevention in South Carolina" was depicted and promoted in the exhibit of the S. C. State Commission of Forestry, shown above. Dealers R. L. Hurst, T. A. Roe, Sr., and J. C. Cauthen are impressed by the effort to conserve timber resources.



Modern multiple presses plus new kiln capacity have enabled Dickey to produce 4- and 6-inch pipe in unheard-of quantities.

Dickey sanitary salt-glazed clay pipe house connections—can now be supplied

Yes, Dickey sanitary salt-glazed clay pipe—4- and 6-inch diameters—is again available to dealers, in any quantities. Here in one pipe your customers gain all the requirements for ideal house sewers: ease of installation...reasonable original cost...a full line of fittings...unsurpassed rigidity...permanently high carrying capacity...and absolute resistance to rot, rust, or chemical failure. Stock up on Dickey sanitary salt-glazed clay pipe.

If it's made of clay it's good...if it's made by Dickey it's better

**Dickey Sanitary
Salt-Glazed Clay Pipe**
ALWAYS IN DEMAND

W. S. DICKEY CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Kans., San Antonio, Tex.,
Texarkana, Tex.-Ark.

do the selling as building material merchants."

Highlight of the convention was the speech by B. Franklin Bills, of Chicago, Ill., after the closing banquet at the Poinsett Hotel. He urged political alertness, personal and business soundness, and moral regeneration as necessary prerequisites to a continuation of the American way of life.

Bills warned the retailers that unless they could do a bigger and better job of merchandising building supplies, the manufacturers would have to seek other outlets for their output, and should not be blamed for doing so.

Bills asserted that the present prosperity is built on a sound economy as much as it is on war production. But he warned that if our national production reached the \$400 billion level, a sudden settlement of the cold war with communism could prove disastrous to our economy—unless business does a better selling job to take up the slack.

In addition to Scarborough, new officers chosen by the Carolina dealers included the elevation of T. A. Roe, Sr., of Greenville, S. C., to first vice-president; W. M. Spurrer, of Charlotte, to second v.p., and J. A. Kendall, of Florence, S. C., to the third position. W. V. Groome, of Charlotte, is treasurer.

New directors include Ansel Alewine, of Taylors, S. C.; Hermon Albrecht, of Charleston, S. C.; M. R. Bagnal, Jr., Columbia, S. C.; M.

PLYWOOD, LUMBER, DOORS

available for quick delivery from our
WHOLESALE DISTRIBUTION WAREHOUSE

GPX PLASTIC-FACED PLYWOOD



GPX is proving itself in countless new uses in industry, construction, and on the farm. GPX is made from top-quality Douglas Fir Plywood with solid cores, bonded and surfaced with phenolic resin adhesive. Available in four grades: general use (natural); white painting grade (interior); brown painting grade (exterior); concrete form grade.

G-P *WEDGEWOOD*



G-P's WedgeWood, the gorgeous, new decorative Western brushed Hemlock paneling, opens up a brand new market for you. This modestly-priced paneling lends itself to a variety of dramatic finishes, brings the elegance of genuine wood wall paneling within reach of all.

... and don't forget such other specialties as G-P Crownply, the decorative hardwood plywood, G-P Doors for every purpose, and GIANT scarfed panels in 12', 14', 16' lengths and up.

G-P PRODUCTS

GPX Plastic-faced plywood
G-P Crownply hardwood plywood
G-P WedgeWood decorative paneling
G-P Plyshoot Southern plywood
Douglas Fir plywood
Giant-sized Scarfed panels
Fir Pattern Doors
Hardwood Flush Doors
Cypress and Redwood lumber
Southern pine
Residential and factory flooring
Treated lumber and timbers
Western lumber
Mouldings



GEORGIA — PACIFIC
PLYWOOD COMPANY

SOUTHERN FINANCE BUILDING

AUGUSTA, GA. — CALL 2-8383

R. Zimmerman, Burlington, N. C.; J. E. Divelbiss, Jr., Asheville, N. C., and J. M. Wilson, Fayetteville, N. C.

Speakers featured at the business sessions in Textile Hall were H. R. Northup, NRLDA executive vice-president; Lee Bartholomew, Southern States Iron Roofing Company vice-president, and W. J. Salmon, *Building Supply News* editor.

Robert A. Jones, executive vice-president of the Middle Atlantic Lumbermen's Association, moderated an "Industry Workshop



New leaders of the Carolina Lumber and Material Salesmen's Exchange are seen above following a luncheon meeting held in Greenville in conjunction with the dealer convention. Seated, left to right, are First Vice-President Preston Delph, Charlotte; Second Veep P. A. Sharp, Greenville, and Secretary-Treasurer Harry Cleland, Columbia. Standing are retiring treasurer W. W. Kendall; F. C. Mitchell; Directors Lee M. Nance and C. E. Graham, and retiring President J. E. Snyder. John M. Willis, of Columbia, S. C., is the new president of the exchange. Earl Stradman was re-elected to the board, and Jerry Blucher and A. M. Hill were added.

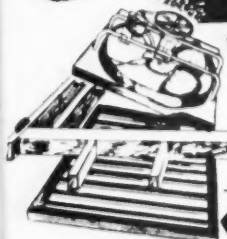
EASY TO SELL



For beauty, comfort, appeal and getting the job done—nothing sells like Murray window and ventilating fans. Be prepared for the summer boom in ventilation. See your Murray distributor today. See below.



EASY TO INSTALL



Nothing to nail or screw down. Murray's flat-as-a-flounder attic fan slides free and whisper-quiet in a cushion of foam rubber.

JUST DROP IN PLACE

Any one can install it! Simplicity makes Murray the fastest selling, most demanded package unit ventilating fan available.

Shutters are fully automatic. No pull cords, no adjusting—means more sales.

DISTRIBUTORS



Simply report unsold fan inventory to Murray after season—for FULL CASH CREDIT. No inventory carry-over, no tie-up of capital. Report inventory and get check. You can't lose.

**It's Impossible
TO LOSE MONEY
WITH A
MURRAY FRANCHISE**

Murray
VENTILATING & WINDOW FANS

COMPANY
OF TEXAS

WRITE FOR PRICE,
INFORMATION OR
CATALOG

EXCLUSIVE SALES AGENTS • W. C. BIGLIN CO. INC. • 175 HARRIS ST. N.W. ATLANTA, GA.

Forum." He was assisted by factory and association representatives, trade-press editors, and dealers.

The annual meeting of the Carolina Lumber and Building Material Salesmen's Exchange was addressed at the Hotel Greenville by Donald L. Moore, editor of SOUTHERN BUILDING SUPPLIES. He predicted that up to 1,000,000 housing units would be started in 1952, but that they would be low-cost dwellings mostly around critical defense areas. He said dealers would have to bolster their sales volume by going after more modernization and repair business.

Mrs. T. A. Roe, Jr., of Greenville, S. C., was elected president of the dealer ladies' auxiliary to succeed Mrs. Curtis Barber, of Charlotte, N. C. Mrs. Burke Wilson, of Rural Hall, N. C., is the new vice-president; Mrs. W. T. Miller, Camden, S. C., secretary, and Mrs. Alex Kendall, Florence, S. C., treasurer. The proceeds from the group's dues were donated to the Shriners Crippled Children's Hospital in Greenville.



(You can't buy a **"Cure-All"** cement!)

Construction men buy *facts*—not promises. That's why so many of them know that air entrainment in concrete must be handled carefully before the concrete will live up to its performance promise—*smoother, tougher, more workable and longer lasting!*

They know that air entraining cement is not a "cure-all" . . . because every sack has exactly the same air entraining capacity—set by Federal and ASTM specifications. And the amount of air entrained in any concrete depends on many factors in addition to the air entraining cement—the aggregate, its gradation, the mixer, and even local climatic conditions. They know that in most cases they'll get better concrete from a "prescription" mix using regular portland cement in combination with any of the well known air

entraining agents in the proportion that's best for each particular job.

The *fact* is that air entrainment can give you *better* concrete every time—if you'll make certain that you're using the right amount of air. Maybe air entraining cement will be just right for your next job . . . maybe the "prescription" mix will give the best results. But don't count on "cure-alls." Make *certain* which is best—then remember, you can't buy better regular portland or better air entraining cement than Marquette.

* * *

If you have any problems or questions on the use and mixing of air entrained concrete, the Marquette Service Engineer will be glad to help and advise you—contact any Marquette office.



Marquette Cement

MANUFACTURING COMPANY

SALES OFFICES: Chicago • St. Louis • Memphis • Jackson, Miss. • PLANTS: Oglesby, Ill.
Des Moines, Ia. • Cape Girardeau, Mo. • Nashville, Tenn. • Cowan, Tenn. • Brandon, Miss.

PORTLAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY

28 Attend Okla. Course; Farm Building Days Next

To learn more about selling building supplies to farm and ranch customers, 28 dealer personnel attended a three-day-and-night short course at the Stillwater division of Oklahoma A. and M. College, March 13-15. The course was sponsored by the Oklahoma Lumbermen's Association and featured authorities on farm construction and building materials merchandising in the state.

Enrolled in the class were Eugene F. Emberton, Webbers Falls; Gene Panter, Sallisaw; A. D. Johnson and C. R. Russell, Oklahoma City; Joe Speer, Walter T. Sisson, and J. W. Cottongim, Tulsa; F. W. Lankard, and Fred W. Porter, Kingfisher; Calvin E. Ferguson, Seiling; Orlie Coulter and Freeman Baker, Ardmore; Roland Hobbs, Marietta; Jaynes Covey Walker, Snyder; Wayne Cheatwood, Muskogee; Arnold Burgess Burris, Vinita; Ken Boyd, Stillwater.

Also attending were nine students from the Oklahoma A. and

M's, four-year course of merchandising building products.

Next date on the Oklahoma Lumbermen's Association activity schedule for 1952 is April 15, when dealers from all over the state will gather at Okmulgee to inspect OLA's new course for the training of retail lumber yardmen and counter-men. This will be an open-house at the Oklahoma A and M College of Technical Training.

On May 1 and 2, Oklahoma retail lumbermen will spend two days covering Oklahoma's "Farm Buildings Day" demonstration and the "First National Land Judging Contest" to be held at the college demonstration farm within the city limits of Oklahoma City.

S. E. Missouri Dealers Given Financial Advice

Financial problems were the highlighted topics at the 44th convention of the Southeast Missouri Retail Lumber Dealers Association convention March 21. More than 250 dealers attended sessions at the Hotel Marquette in Cape Girardeau.

Howard E. Kroll, of Dun and Bradstreet, Chicago, emphasized that sound financing is one of five principles of successful business. Representing the National Tax Equality Association, Garner M. Lester spoke on "Where Do You Stand Today?" with reference to tax laws.

William E. Petersen, St. Louis, gave some pointers on selling builders' hardware. The Weyerhaeuser Sales Company presented two films on merchandising.

John Kiefner, Perryville, was elected president at the closing session. Charles Conn, Sikeston, was chosen as vice-president. William T. Nethery, Hayti, was re-elected secretary-treasurer. New directors are Issie Wiener, of Bernie, and Jim Moorehead, of Cape Girardeau.

Knight Leads San Angelo

Dealers belonging to the San Angelo (Tex.) Retail Lumber Dealers Association recently elected Clarence Knight, of the Knight Susan Lumber Company, as their president for this year. Vice-president is Dean Chollar, J. H. Westbrook Lumber Company. The secretary is Charles Nelson, William Cameron Company, Inc.

This group of dealers meets once a month and carry out an active program schedule.



**"MY CUSTOMERS SURE
LIKE OLD AMERICAN
ASPHALT SHINGLES IN
PASTEL COLORS!"**

LUMBERMEN EVERYWHERE are reporting genuine customer enthusiasm for asphalt shingles in pastel colors. And our customers tell us Old American pastels are really going over big.

That's why, if you haven't already seen them, you ought to investigate these new Old American pastels in pastel colors. They're three-tab strip shingles of typically high Old American quality, and they are available in four pastel tones—red, green, blue, and brown—especially blended to harmonize with exterior colors. We'll be glad to send you free full-size color samples. Just drop us a line. No obligation, of course.

SEE OLD AMERICAN PASTELS AT YOUR CONVENTION

These lovely new Old American Asphalt Shingles in pastel colors are the featured attraction in our display at the Lumbermen's Association of Texas Convention in Galveston, April 20, 21, 22. (Booth No. 29).

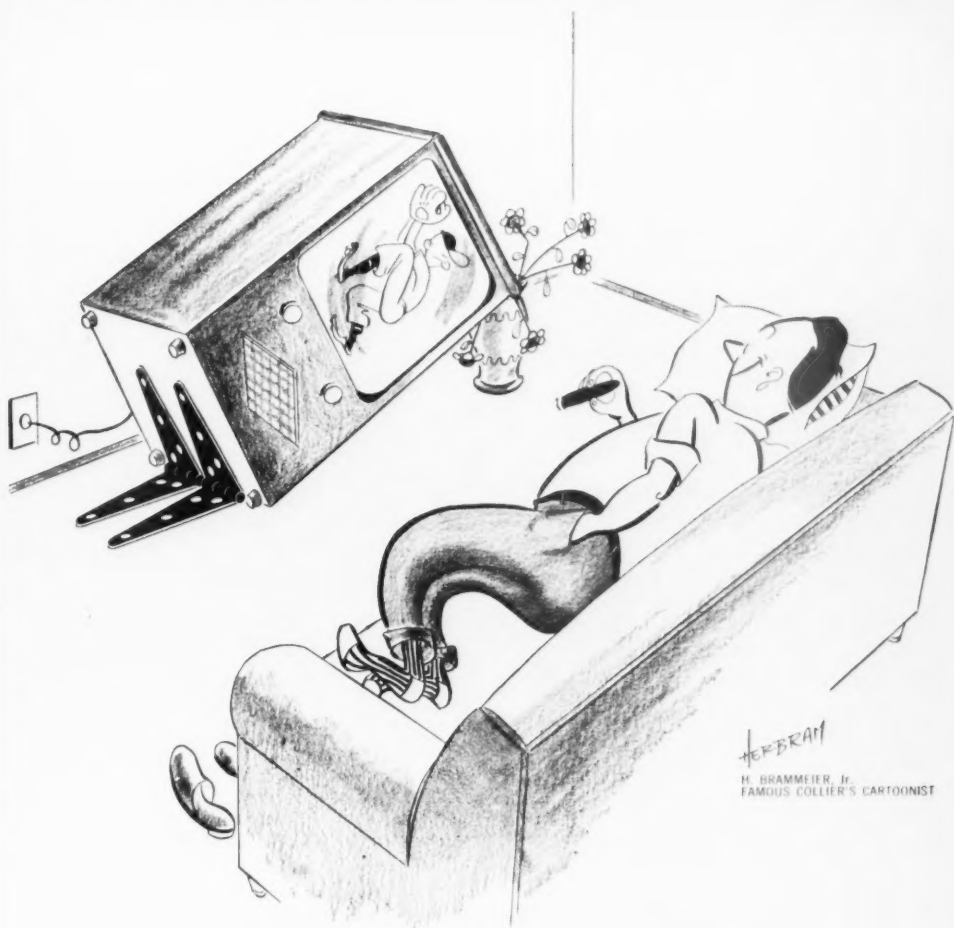


Manufacturing quality Asphalt Roofing and Siding for 31 years . . .

AMERICAN ASPHALT ROOF CORPORATION

- Kansas City
- East St. Louis

- Salt Lake City
- Fort Worth



"EVERYTHING HINGES ON HAGER!"*

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.
 Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



CONVENTION CALENDAR

Florida Dealers

THE 32ND annual convention of the Florida Lumber and Millwork Association will be held at the Tampa Terrace Hotel in Tampa,

April 16-18. A golf tournament and Hoo-Hoo concatenation will keep conventioners busy on Wednesday.

Thursday's speakers will include NRLDA President Clyde Fulton, of Charlotte, Mich.; Charles W. Williams, vice-president of the Federal Reserve Bank, Richmond; Doyle Carlton, Florida State Chamber of Commerce president, and Henry Munnerlyn, Bennettsville, S. C., dealer and NRLDA executive committeeman. A cocktail

party, banquet, and dance will round out the day.

The Old Timers' breakfast will launch Friday activities, which will include election of officers and an open-forum discussion on "Making Merchandising Partners of Manufacturers, Wholesalers, and Dealers."

Texas Convention

HIGHLIGHTS of the convention to be held by the Lumbermen's Association of Texas at the Galveston Pleasure Pier, April 20-22, include:

Full-scale model of the San Angelo Plan low-cost home on display. Sponsored by Builders John Armstrong and John Moss.

Five outstanding speakers on timely topics in Attorney-General Price Daniel, Editors Ed Gavin and Art Hood, General Ike Ashburn, of the Texas Good Roads Association, and Dr. Neal Bowman, of the National Association of Manufacturers.

Hoo-Hoo concat and stag party sponsored by the Corpus Christi Club.

Memorial breakfast in honor of Lamar Forrest, past-president of both the Texas and National Retail Lumber Dealers Associations.

Top Management Clinic for dealers, moderated by Art Hood.

Exhibition of building materials and services in 170 booths.

Georgians at Savannah

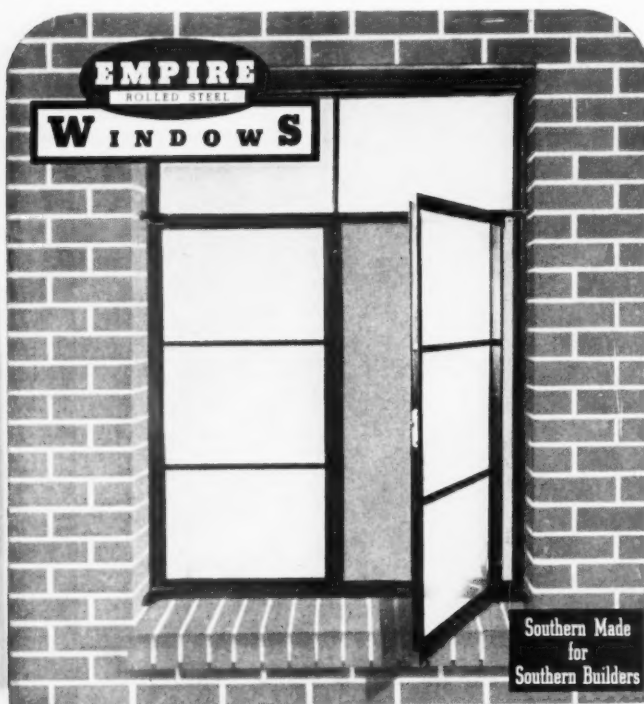
THE BUILDING Material Merchants of Georgia will convene this year at the General Oglethorpe Hotel in Savannah, April 23-25.

A golf tourney and "Get Acquainted" party will launch the annual get-together. And Counselor Joe Rowell says that all Georgia dealers are welcome.

Speakers on Thursday will include Henry J. Munnerlyn, prominent retail dealer from Bennettsville, S. C.; Lee Bartholomew, sales vice-president for the Southern States Iron Roofing Company, and Dr. Frank Goodwin, marketing professor of the University of Florida.

A forum on "Inter-Industry Cooperation" will be moderated by Art Hood. The panel will include Editors "Bill" Parsons and Donald Moore, Dealers W. R. Bedgood and Oertell Collins, and others.

Kirk Sutlive, Savannah public relations official and Kiwanis International state governor, will discuss "Rewards of Conventions" at the Friday luncheon.



A Complete Line of Finer Windows

The Empire Line of Steel Windows offers opportunities to dealers to handle a steel window product which is rapidly growing in favor with Southern users. This line of windows, properly engineered, accurately and sturdily built, is bonderized to produce a better window, yet sells at competitive prices.

Write for literature.

DECATUR IRON & STEEL CO.

Decatur



Alabama

Serving Southern Builders for Over 60 Years

Residence Casements •
Architectural and Commercial
Awning Windows • Commercial
Projected Windows • Pivoted
Windows • Security Windows

20,000,000 reasons

why you should stock Gold Bond Gypsum Grainboard



● Gold Bond is promoting a powerful idea to 20,000,000 magazine readers . . . an idea that'll mean more sales, more profit for you!

It's Gold Bond's "Add-A-Room NOW" campaign with full page, full-color ads urging homeowners to put waste space in their homes to work. The next ad in this series, pictured at the left, will appear in the Saturday Evening Post, April 19th. It features a colorful recreation room finished with Gold Bond Knotty Pine Grainboard.

Your market is big and rich—the hundreds of thousands of families who live in expansible homes with unfinished top floors. These folks are begging for low-cost "Add-A-Room" ideas. Others want suggestions for recreation rooms, powder rooms, laundry rooms and many others. Gold Bond gives them the ideas . . . and shows them how they can do the work themselves.

As usual, every ad tells people to contact their local Gold Bond Lumber and Building Material Dealer for their requirements. It means more over-the-counter sales for you.

Ask your National Gypsum Company representative to give you complete details about Gold Bond Grainboard and this new, planned-for-you advertising campaign.

ADD-A-ROOM NOW!
with **Gold Bond**

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

*Fireproof Wallboards, Decorative Insulation Boards, Lath, Plaster, Lime, Sheathing,
Wall Paint, Textures, Rock Wool Insulation, Metal Lath and Sound Control Products*

APRIL, 1952 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

CONVENTION DATES

KANSAS Lumbermen's Association. Lamer Hotel, Salina. April 16-17.

SOUTHERN BRICK and Tile Manufacturers Association. The Inn, Ponte Vedra, Fla., May 30-31.

NATIONAL PLYWOOD Distributors Association. St. Francis Hotel, San Francisco, Calif., June 22-24.

ALABAMA Building Material Exchange. Fishing Rodeo. Dixie-Sherman and Cove Hotels, Panama City, Fla., June 27-28.

Tennesseans Urged to Support and Boost Lumber Dealers Research Council

HOW LUMBER retailers can help the Lumber Dealers Research Council to achieve its objectives of lowering the cost of homebuilding and improving the livability of homes was explained by Clarence Thompson, Champaign, Ill., dealer and chairman of the research group at the 27th annual convention of the Tennessee Building Material Association at the Maxwell

House in Nashville on March 25.

"The house is the only major manufactured article on the market today, which is not sold as a complete product," Thompson pointed out. "The manufacturers of other major products have big research departments, plenty of resources for developing individual parts, and large advertising budgets to help sell the end-products.

"This is not so with the house. It is a step-child of the lumber industry. Each segment of the lumber industry is a separate entity—the wood industry, the mills, the millwork manufacturers, the manufacturers of individual products, jobbers, and dealers. Each has tended to look after only its own problems. There has been no integration of research resources toward improving the end-product—the packaged home. All research efforts have been limited to the development of specific materials or items of equipment.

"Retail dealers are perhaps the only group in the lumber industry who can finance research from an unbiased point of view. We can define and support research which has to do with materials in combination, with construction methods, and with the distribution and supply of building components. Moreover, we can do this without regard to the proprietary interests of any manufacturer."

Since the Lumber Dealers Research Council was organized in 1948 by a handful of concerned retailers, Chairman Thompson said, it has planned, financed, and administered significant housing and distribution research without any paid personnel.

LDRC projects already completed, according to Thompson, are the residential unit-planning study made by the Small Homes Council of the University of Illinois and translated into the National Plan Service book entitled "Research Designed Homes" with 28 house plans; publication of a building materials distribution study by Warren Hayes; the year-long study at the University of Illinois of the design and construction of closet walls.

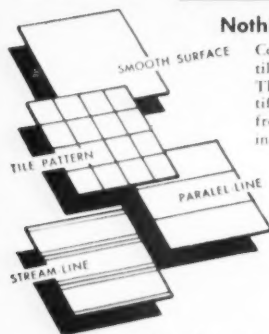
Thompson reported that the Lumber Dealers Research Council currently is financing and sponsoring a marketing study by Carroll Belknap and Associates, of

Nothing Else Like It!

Grani-lite
DECORATIVE WALLBOARD

Resembles Real Granite

New - Different Color Tones



Nothing Like It For BEAUTY

Compare *Grani-lite* to any other factory finished tileboard and you'll say "Grani-lite is the prettiest". That's because it resembles real granite in five beautiful new color tones—colors entirely different from any other tileboard—all lustrous and polished in the finest baked enamel finish.

Nothing Like It For SELLING

As a part of *Grani-lite's* beauty, its quality appearance combines to make it instantly liked by your customers. The proof of that statement is to try it, if you haven't already. Get samples from your jobber or from our factory. Show them to your remodeling prospects. You'll sell a lot more remodeling jobs.

Distributed Through Lumber and Building Supply Jobbers and Dealers

MAIL THIS
COUPON FOR
SAMPLES OF

Grani-lite

- SBS
- ☐ DEALER
- ☐ JOBBER
- ☐ BUILDER

Name

Company

Street

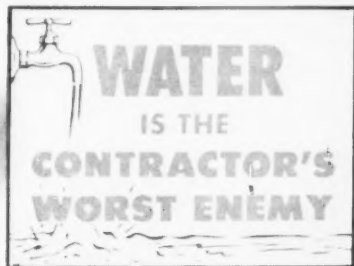
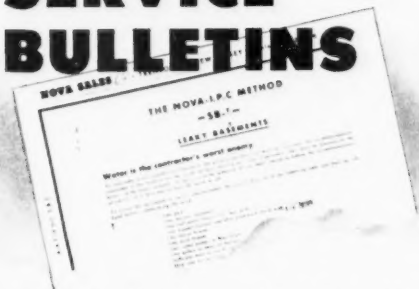
City

State

Wallace
MANUFACTURING CO.
10th and Fayette, North Kansas City, Mo.

another **HOMASOTE FIRST**—designed to reduce the cost of building

SERVICE BULLETINS



that actually show you how to meet your most difficult **WATER PROBLEMS**

• These Bulletins are designed to give practical help on the water problems that constantly confront the Architect and the Contractor. Each incorporates more than 20 years' experience, research and constant field testing. Both the Architect and the Contractor—in specifying and in application—will find that the results achieved are effective, economical and lasting. Nova-I.P.C. Products and Methods,

plus trained supervisory personnel, offer you a *practical* means of solving the problems listed.

The coupon affords a convenient way to secure any or all of the Service Bulletins—without obligation. We welcome the opportunity to discuss with you, personally, any of the problems listed and to work with you on any current problems.

WRITE FOR THESE SERVICE BULLETINS

- (SB-1) Leaky basements
- (SB-2) Instructions for pouring concrete slabs on grade without radiant heat
- (SB-3) Instructions for pouring slabs on grade with radiant heat
- (SB-4) When to trowel
- (SB-5) Floor coverings on concrete slabs
- (SB-6) Condensation in concrete slabs on grade
- (SB-7) Basement footings, walls and floors
- (SB-8) Nova-I. P. C. Admix
- (SB-9) Relieving joints

- (SB-10) Exterior masonry coatings
- (SB-11) Novacrete Masonry Paint
- (SB-12) Approximate quantities of materials required per 100 Sq. Ft. of various thickness slabs
- (SB-13) Portland Cement, plaster, stucco, floor topping and mortar proportions
- (SB-14) How to find areas and capacities
- (SB-15) Concrete
- (SB-16) Cause and correction of condensation below grade
- (SB-17) Cold weather protection

NOVA SALES

Co. TRENTON 3, N. J.



A wholly owned subsidiary of Homasote Company—manufacturers of the oldest and strongest insulating building board; wood-textured and striated panels; $\frac{5}{8}$ " underlayment for $\frac{1}{8}$ " linoleum and wall-to-wall carpeting



Another group of **NOVASCO PRODUCTS**



NOVA SALES CO., Trenton 3, N. J., Dept. 42A

Without obligation—send Service Bulletins checked below.

- ☐ SB-1 ☐ SB-2 ☐ SB-3 ☐ SB-4 ☐ SB-5 ☐ SB-6
☐ SB-7 ☐ SB-8 ☐ SB-9 ☐ SB-10 ☐ SB-11 ☐ SB-12
☐ SB-13 ☐ SB-14 ☐ SB-15 ☐ SB-16 ☐ SB-17 ☐ All 17

NAME.....

ADDRESS.....

CITY & ZONE..... STATE.....

My lumber dealer is.....

Greenwich, Conn., seeking to uncover the basic ways a dealer operates successfully and the relationship of dealer planning to the building cycle. Another LDRC project to be started soon at the University of Illinois is one on the suitability of window units in relationship to specific climatic conditions.

At the opening session of the convention, President Fleming Smith, of Nashville, reported that membership in the Tennessee association had increased to 220. He listed 268 membership bulletins, inauguration of the Tennessee management clinic at the University of Tennessee, continuance of the business cost survey, expansion of the group insurance program, and legislative activities as major services of the organization during the year.

A panel discussion on construction controls was moderated by Donald L. Moore, editor of SOUTHERN BUILDING SUPPLIES.

Application of Revised CMP Regulation 6 and of the new M-100 residential construction regulation was explained by John E. Nutting, regional construction division



Two officers and three new board members of the Tennessee Building Material Association pose above before the revised board's first meeting at the Nashville convention. From left the men are President Fleming W. Smith, Nashville; H. T. Pointer, Cookeville; N. J. Fritzsche, Rockwood; B. D. Wright, Humboldt, and Vice-President W. A. Nailling, Jr., Union City. Other new directors are T. B. Davis, Chattanooga, and Pacaud Bell, Jackson.

chief for NPA. Bob Oglesby, OPS regional business analyst, and W. C. Noll, OPS district services section, discussed the pricing of construction and application jobs under Ceiling Pricing Regulation 93. C. O. Stuart, FHA acting state di-

rector, traced the tightening of mortgage credit terms and appraisals due to the defense effort and resulting inflation.

Another panel session—on wage and price controls—brought the convention to a close. It was mod-





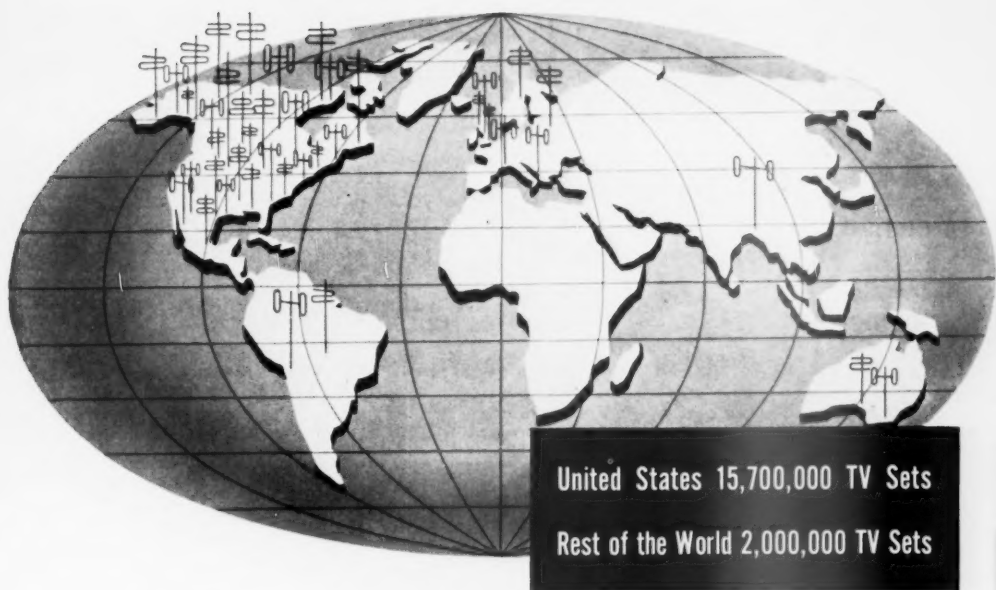
With
"Premier"
ALUMINUM
MOULDINGS





*Write
for Catalog
& Price List
Today!*

METAL TRIMS, INC.
BOX 1072, YOUNGSTOWN 1, OHIO



COMPETITION Turns Luxuries into Necessities

To millions of people throughout the world, washing machines, radios and television sets are miraculous inventions remote from their lives . . . for the wealthy only.

In the United States, however, a new product appears in no time in the homes of wage earners as well as salaried executives.

Consider television, for example. Only 6,500 sets produced in 1946 . . . over 5,000,000 in 1951. Or washing machines . . . more than 24,000,000 in 10 years.

What has Competition to do with this?

Do you think we'd continue to get more and better products if only one company made each item or each line?

No! We get more and better products here in America, because anybody who thinks he can make anything better or sell it more efficiently is free to try.

And many succeed. Take electrical products like radios and television sets . . . and home appliances like washing machines and electric fans. Does the biggest company monopolize this industry? Not by a long shot! Even counting all its affiliated companies, it still sells less than 1/5 of such products bought in this country.

There are nearly a thousand other companies that make home appliances, radios and television sets. And they do more than 4/5's of the business! The

smallest of them make the biggest companies hustle their bones to keep making products better and better.

In America, a better product can always win consumer acceptance in any field.

Let's keep the COMPETITIVE SYSTEM working for us

The Competitive System can be killed! When industries are run by government, when taxes are so high that they destroy the incentive to work hard and risk savings in business ventures, the Competitive System languishes and dies.

You've seen it happen in other lands. Let's not let it happen here.

Let's all of us watch closely to see that those who represent us in government are working with us and for us to preserve our Competitive System; to assure a tax structure that leaves enough incentive to make hard work worthwhile, so that *any* man with ability and energy has a chance to earn good money and keep most of it.

Competition thrives best where the rewards are high. People live best where competition thrives.

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THE COMPETITIVE SYSTEM DELIVERS THE MOST TO THE GREATEST NUMBER OF PEOPLE

erated by Richard Wand, publisher of *Southern Lumber Journal*, and featured the same OPS men and C. E. Robinson, of the Wage Stabilization Board.

Featured speakers were E. S. Egge, Birmingham division manager of Allied Building Credits, Inc., NRLDA President Clyde Fulton, and Lee Bartholomew, vice-president of the Southern States Iron Roofing Company. Hardin H. Conn, general counsel of the Tennessee Business Men's Association, explained the need and prospects for a revised state lien law.

Social functions included a golf tournament, buffet supper, banquet and floor show, and a lunch-even fashion show for the women.

Bissell Heads PWW

At the 11th annual meeting of the Ponderosa Pine Woodwork Association, in Chicago, the records of last year's officers brought them all re-election.

Heading the group as president is F. E. Bissell, Jr., of Carr, Adams and Collier Company, Dubuque, Iowa.

Arthur H. Mohring, Edward



After completing his report to Tennessee dealers on the past accomplishments and future plans of the Lumber Dealers Research Council, Chairman Clarence Thompson took NRLDA President Clyde Fulton and TBMA President Fleming Smith to the National Plan Service exhibit and showed them some of the fine points of the "Research Designed Homes." Fulton is at left and Smith is at right of the enthusiastic leader of the retail lumber dealers' practical research program.

Hines Lumber Company, Chicago, is vice-president; J. D. Rowland, Andersen Corporation, Bayport

Minn., secretary, and L. G. Carpenter, McCloud Lumber Company, Minneapolis, treasurer.

How-ell-dor GARAGE DOORS for Industrial America

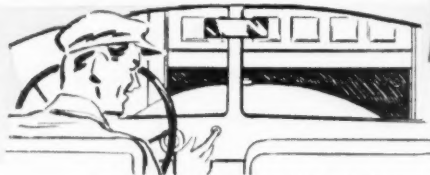


Every sectional Upsweep How-ell-dor is engineered for the job... prefabricated for ready installation. There are 36 stock sizes of commercial and residential How-ell-dors, up to 30' wide; odd sizes and unusual designs are a specialty. New! Fre-Flyte Commercial Door, 10' x 10' x 1 1/2" stock size.

- **New, improved NO SAG WICKET DOOR.** 12 gauge steel hinge full length of wicket door, which is fitted and bolted to parent door at factory. Insures a durable, precise fit, a 75% time and labor saving on the job.



**How-ell-dor
ELECTRIC
OPERATORS**



Four types... eleven models. Push button control available for any size of sectional type door. Latest residential operator requires no extra headroom.

Write for
FREE

CATALOGS



THE HOWELL MANUFACTURING CO., 7206 Hasbrook Avenue, Phila. 11, Pa.



**Sure—CEDAR SHINGLES
can cut sheathing
costs in half! . . .**



You may be paying more than you think, for "inexpensive" roofing. Don't fail to figure the cost of sheathing when estimating roofing expense. Certi-grade cedar shingles, because of their great strength and rigidity, require only half the sheathing that you must use on ordinary roofing.

Yes, spaced sheathing costs about half as much as solid sheathing, and it also costs much less to apply! You can count on saving about \$200 on sheathing and its application when you roof the

typical 1952 house with cedar shingles. Normally, you will find that this saving more than makes up for the difference in cost of genuine cedar over substitute roofing.

Sharpen your pencil. Figure it out for yourself. Figure the comparative costs of *cedar shingles with spaced sheathing* as against *substitute roofing with solid sheathing*. We'll be glad to send you a handy estimating form which includes all of the cost factors in building a new roof.

FAST-SELLING CEDAR ROOFS COST FAR LESS THAN YOU'D GUESS

RED CEDAR SHINGLE BUREAU
5510 WHITE BUILDING
SEATTLE 1, WASHINGTON
METROPOLITAN BUILDING
VANCOUVER, B. C., CANADA

**CERTIGRADE
RED CEDAR SHINGLES**

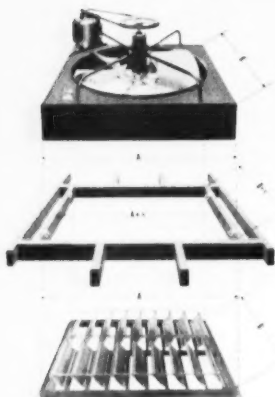


WHEN IT'S
90° IN THE
SHADE—



IT'S
Reed
FOR COMFORT-COOLING

THE QUALITY PACKAGED ATTIC FAN



From the standpoint of quiet, efficient ventilation for your customers — and engineering design for ease of installation for you — the Reed lay-down type vertical discharge attic fan leads the field. Reed means quality construction, quietness, long-life and certified air delivery. Write for full details.

Reed UNIT-FANS, Inc.
1001 St. Charles Ave. New Orleans 8, La.

HOO-HOO LOG

AMARILLO, TEX.: Thanks to Charles Greef, president of the Panhandle Plains Hoo-Hoo Club, the Amarillo Junior College is offering a course in estimating. The class meets 2½ hours one night a week for six weeks. The 82 students, including five ladies, made two classes necessary. Other Hoo-Hoo groups can get details for starting such a course from Greef at the Olver and Wiggins Lumber Company, Amarillo.

MIAMI, FLA.: Jack Bell, a local newspaper columnist, entertained the Cats at the March meeting with a vivid account of his experiences as a war correspondent in the Near East and Far East.

CAPE GIRARDEAU, MO.: A Degree Team from the St. Louis club journeyed here last month to give 16 Kittens "the works." The Concat was held during the 44th annual meeting of the Southeast Missouri Retail Lumber Dealers Association.

TAMPA, FLA.: Supreme Custocation John Dolcater gave a report on his recent visit to clubs throughout Jurisdiction IX at Club 56's March dinner meeting. Earley McFarland described his trip through Latin-American countries.

GURDON, ARK.: Horace C. Cole, president of the Gurdon Lumber Company, was chosen as snark by fellow Cats of the Gurdon chapter. Other new officers are Paul Baringer, senior Hoo-Hoo; Thomas E. Jones, junior Hoo-Hoo; C. T. Key, scrivener; Hugh Frizzell, bojum; Robert Topp, jabberwock; Harold Cabe, custocation; Buddy Niehuss, arcanoper, and M. C. Cohen, gurdon.

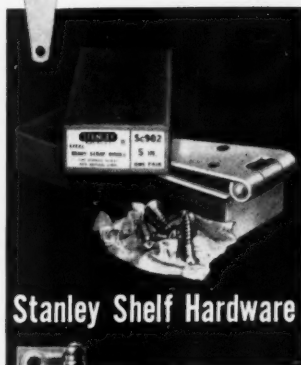
Cleaning Freight Cars Said to Save Two Ways

If shippers and receivers of freight completely cleaned all freight cars after unloading them, the railroads would save millions of dollars that are spent annually for this purpose, according to the Clean Car Committee of the Midwest Shippers Advisory Board.

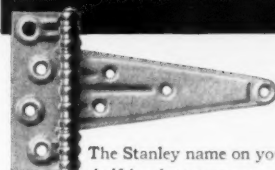
The committee points out that not only does it cost the railroads vast sums to clean cars received in dirty condition from consignees, but also there are delays in switching cars to and from cleaning tracks. This situation aggravates car shortages because it takes much longer for a railroad to clean a car than when a shipper does it at an unloading site.



**Sure-
fire
sellers**



Stanley Shelf Hardware



The Stanley name on your shelf hardware means faster turnover and repeat sales for you. The familiar yellow and green label on every box is known from coast-to-coast for indisputable quality and long dependable service. Recommend Stanley Hardware to all your customers . . . build customer confidence that'll pay off again when they are looking for other products.

The Stanley Works
New Britain, Connecticut

STANLEY

Reg. U.S. Pat. Off.
HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

Remember . . . Three Hinges To A Door



"BLINDFOLD TEST" PROVES LOF GLASS EASIEST TO CUT

Hardwareman Arthur Dersch says:



"I cut four brands of window glass and the one marked C definitely cut the easiest!"

A. D. Dersch, of Shaker Heights Hardware, Cleveland, Ohio, was given four brands of window glass to test, identified only by a letter crayoned on the corner. He ran a cut on each. Without hesitation, he said, "Brand C definitely cut the easiest. The cutter took hold right away—didn't slide. No flaking at all and I got a much cleaner edge."

Brand C was L·O·F Window Glass.

Even when cutting small pieces like this (12" x 16"), Mr. Dersch could tell a definite difference. Think what L·O·F's easier cutting means when you're working with larger sizes . . . or cutting close to the edge . . . or making

a curved or angle cut. Fewer crooked breaks, less waste, less trouble, *more* profit.

Slow annealing is what makes L·O·F Window Glass so much better. *Quick* cooling sets up the internal stress and strain in glass that makes it hard for you to control the cut. So L·O·F cools the molten glass slowly . . . uniformly. Giving you easy-to-cut window glass takes more time in the L·O·F plant, but it saves *you* time—and money—in the store.

TEST IT YOURSELF! Call your Libbey-Owens-Ford Distributor and get some L·O·F Window Glass. Cut it. Then cut a piece of any other kind of glass you have. See which will give you less waste . . . more profit . . . through easier, cleaner cutting! Then you'll be *convinced* it's smart to specify L·O·F whenever you order window glass. Libbey-Owens-Ford Glass Company, 7042 Nicholas Building, Toledo 3, Ohio.

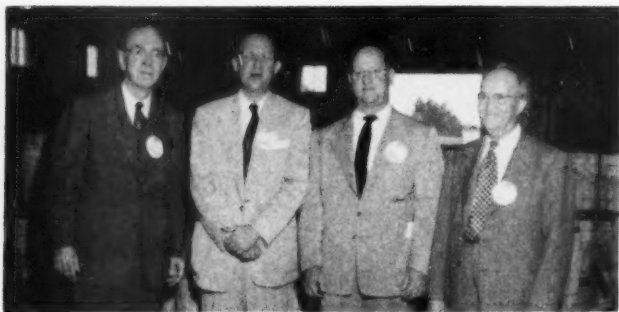


LIBBEY·OWENS·FORD *the easy-to-cut* **WINDOW GLASS**

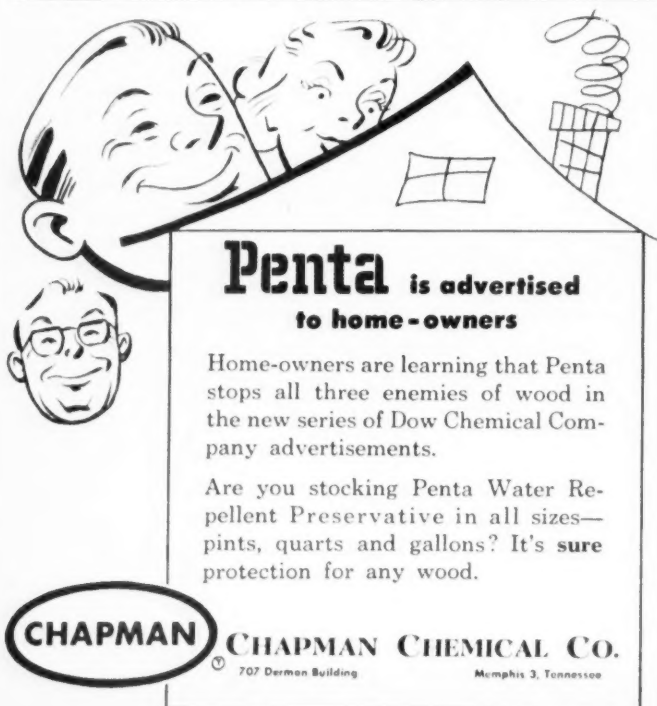


Strictly WHOLESALE

SSIRCO OPENS NEW WAREHOUSE IN TAMPA



The sales personnel were "all smiles" at the recent opening of the Southern States Iron Roofing Company's new branch warehouse in Tampa, Fla. From left, they are Leo Sheridan, district sales manager; Ralph Thompson, Ralph Dillard, and Ed Moore, sales representatives. Many customers and civic leaders enjoyed luncheon and the exhibits at the "open house" March 12. Dealers took advantage of special prices for the day.



Penta is advertised
to home-owners

Home-owners are learning that Penta stops all three enemies of wood in the new series of Dow Chemical Company advertisements.

Are you stocking Penta Water Repellent Preservative in all sizes—pints, quarts and gallons? It's **sure** protection for any wood.

CHAPMAN CHAPMAN CHEMICAL CO.
707 Derman Building Memphis 3, Tennessee

Wholesale Lumber Lady

Now calling on retail lumber dealers and industrial firms in the state of Virginia for H. H. Carson, veteran lumber wholesaler of Tryon, N. C., is Miss Bonny Lyn Todd.

A native of Galax, Va., Miss Todd has headquarters in Roanoke. She trained and then served as a registered nurse, but more recently sold automobiles in Boston, Mass. A close friend of the Carson family, she replaced H. H. Carson's son in the Virginia territory for the firm.

The Carson company sells a full line of West Coast lumber, doors, and plywood in the Carolinas, Georgia, eastern Tennessee, and Virginia.

Brungart-Jennings, Inc. Gets Hyster Dealership

The Hyster Company has appointed Brungart-Jennings, Inc., of Birmingham, Ala., as exclusive dealer for Hyster lift trucks, mobile cranes, turret trucks, and straddle trucks.

The Brungart-Jennings territory includes Alabama and northwest counties in Florida.

Newton Brungart formerly was with Bethlehem Steel Company and was superintendent of the Mill Ridge Coal Company of Harlow, Ky., until he joined George Jennings in 1951.

Jennings is a graduate of the U. S. Naval Academy at Annapolis. He resigned his commission in 1946 to form the Superior Mining Company, which he operated before forming the new Hyster dealership.

Strictly WHOLESALE

DALLAS, TEX.: Two new vice-presidents have been named by the Huey and Philp Hardware Company. William H. Philp has been made vice-president and general sales manager, succeeding the late Lewis H. McMahan. New Vice-President Arthur A. Akard has been with the company 47 years. In 1943, he succeeded his father, Madison Decatur Akard, to the board of directors, and became a member of the executive committee in 1948.

ATLANTA, GA.: Wilbur Newman

Build floor traffic profits with

NEW handy panels

and this big "Supermarket-Selling" Program

- CASH IN on the big demand for easy-to-use, easy-to-carry small-size plywood. Top quality Douglas fir plywood *Handy Panels* and this bright, new sales-starting display are now available from your regular supplier.

The self-service display makes selling a cinch. Colorful, factory-applied labels give type and grade, have room for you to write in your per-panel selling price. Customers choose the panels they want . . . pay your cashier . . . carry them home. It's *that* easy. Your customer serves himself, *sells* himself.

Here's a brand new selling idea for you—plus a complete sales package. Write today for details.

Douglas Fir Plywood
AMERICA'S BUSIEST BUILDING MATERIAL

SEE YOUR REGULAR SOURCE OF SUPPLY OR WRITE DOUGLAS FIR PLYWOOD ASSOCIATION, TACOMA 2, WASHINGTON

ATTRACTION, STURDY CONSTRUCTION

6'-6"

EVERY PANEL FACTORY-LABELLED WITH TYPE AND GRADE

4'-0"

handy panels build SALES by meeting customer needs

2'-0"

POCKETS FOR LITERATURE

100 150 200 250 300 350 400 450 500 550 600 650 700 750 800 850 900 950 1000 1050 1100 1150 1200 1250 1300 1350 1400 1450 1500 1550 1600 1650 1700 1750 1800 1850 1900 1950 2000 2050 2100 2150 2200 2250 2300 2350 2400 2450 2500 2550 2600 2650 2700 2750 2800 2850 2900 2950 3000 3050 3100 3150 3200 3250 3300 3350 3400 3450 3500 3550 3600 3650 3700 3750 3800 3850 3900 3950 4000 4050 4100 4150 4200 4250 4300 4350 4400 4450 4500 4550 4600 4650 4700 4750 4800 4850 4900 4950 5000 5050 5100 5150 5200 5250 5300 5350 5400 5450 5500 5550 5600 5650 5700 5750 5800 5850 5900 5950 6000 6050 6100 6150 6200 6250 6300 6350 6400 6450 6500 6550 6600 6650 6700 6750 6800 6850 6900 6950 7000 7050 7100 7150 7200 7250 7300 7350 7400 7450 7500 7550 7600 7650 7700 7750 7800 7850 7900 7950 8000 8050 8100 8150 8200 8250 8300 8350 8400 8450 8500 8550 8600 8650 8700 8750 8800 8850 8900 8950 9000 9050 9100 9150 9200 9250 9300 9350 9400 9450 9500 9550 9600 9650 9700 9750 9800 9850 9900 9950 10000 10050 10100 10150 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has formed Wilbur Newman and Company to distribute floor coverings in this area. Newman formerly was vice-president in charge of sales of the Sloane-Blabon Corporation. He will distribute their products through his new firm, beginning May 1.

KANSAS CITY, MO.: The Goldblatt Tool Company has been made local distributor for the Mead "Mighty Mouse," a baby bulldozer-tractor for builders.

JACKSON, MISS.: The Warren Hood Lumber Company's lines of lumber products now include all products made by Hood Mills. The company markets about 70,000,000 board feet of lumber a year.

AMARILLO, TEX.: Thomsen's Wholesale has been appointed distributor of Tracy stainless steel and porcelain sinks, kitchen cabinets, and accessories. Thomsen's territory includes the Panhandle section of Texas.

CRYSTAL SPRINGS, MISS.: With capital stock listed at \$100,000, the C. E. Klumb Lumber Company here has been incorporated.

DALLAS, TEX.: The Southwestern Plywood and Door Company, which serves dealers throughout Texas, has moved its offices to 1431 Levee Street. F. D. Eggers, president and general manager, says the new buff brick building contains 7,500 square feet of warehouse and office floor space.

NEWS about MANUFACTURERS

PORT LAVACA, TEX.: Two new smelting lines have been added to the Point Comfort works of the Aluminum Company of America as a major step toward alleviating the national aluminum shortage, according to Manager George R. Stout. This increases the plant's production capacity to 135,000,000 pounds of aluminum annually.

CINCINNATI, OHIO: The Schaible Company recently bought a plant in suburban Mariemont for about \$1,000,000. The 140,000-square-foot building will expand the company's output of valves, fittings, and kitchen faucets.

MARSHALL, MO.: The Phillips Lumber Company has started a mill and cabinet division. It will make windows, doors, window and door frames, storm windows, screens, and cabinets of all kinds. The shop is equipped to make special moldings or any other custom millwork job.

MANVILLE, N. J.: E. Burch Hart, Jr., of Jacksonville Beach, Fla.; Edward K. Britt, of Washington, N. C.; and Donald MacKay recently were graduated from an advanced training course in modern sales techniques at the Johns-Manville Training Center here. All three men are with the

J-M building products division, Atlanta, Ga.

IRVING, TEX.: The Lloyd A. Fry Roofing Company plans to open a \$2,000,000 factory here about July 1. Said to be the largest asphalt roofing company in the country, the firm was founded in 1933 in Summit, Ill., by a Texan, Lloyd A. Fry.

CHARLOTTE, N. C.: Robert W. Schleich has joined the Minnesota and Ontario Paper Company as a sales representative for Insulite building materials in the Carolinas. He will work with Z. W. Grooms, Insulite salesman for both states.

HOBGOOD, N. C.: The East Carolina Plywood Corporation, a new manufacturer of pine plywood, has contracted to produce three million feet of plywood sheathing. It now turns out 40,000 feet a day and plans to increase its capacity.

NEW YORK, N. Y.: Two new directors of the Yale and Towne Manufacturing Company are William H. Mathers and Elmer F. Twyman. Mathers is a member of the law firm that serves as general counsel for Yale and Towne. Twyman is vice-president in charge of the Philadelphia division.

LANCASTER, PA.: The Armstrong Cork Company's building materials division recently sponsored a seminar attended by 13 wholesale salesmen. Those from Southern and Southwestern states included David Howe, Jr., and Harry B. Worley, Bush-Caldwell Company, Little Rock, Ark.; Richard L. Rush, Binswanger and Company, Richmond, Va.; Joseph Argue, U. S. Mengel Plywood, Inc., Dallas, Texas.

ADDISON, ILL.: The Paine Company has a new plant here with 20,000 square feet of floor space. This increases capacity production by nearly 30 per cent. The firm makes hanging and fastening devices.

HELENA, ARK.: After 45 years with the Chicago Mill and Lumber Company here, Fred W. Schatz retired as head of the firm. Directors elected J. F. Griswold to succeed him as president and general manager.

DELIGHT, ARK.: A fire destroyed the large Ozan Lumber Company sawmill and power plant here on March 12, causing an estimated damage of at least \$250,000. The cause of the fire was not determined. The mill furnished the main source of employment here.

TALLULAH, LA.: J. D. Halbach is new manager of the Chicago Mill and Lumber Company plant here. R. N. Ware took over the duties of vice-president of the firm.

GARLAND, TEX.: The De Soto Paint Company, a subsidiary of Sears, Roebuck, and Company, has started construction of a \$1,000,000 factory. The plant will make Serotone



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WIND WAY



RanchHouse
Package Fan

SALES-PROVED because

Designed to fit any type building easily, so that time, effort and installation costs are cut down to a minimum. WIND-WAY sets on the floor of the attic or trim of the well hole, is NEVER fastened in any way, yet moves MORE AIR quietly with absolutely NO NOISE or vibration. WIND-WAY sells "on sight" to people who recognize it as a simple, foolproof, superior fan.

WIND WAY
FAN AND VENTILATOR CO.
531 St. Joseph St., New Orleans 12, La.

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LOCAL JOBBER STOCKS MAKE IT EASY TO SELL



TENSION-tite^{*} WINDOW SCREENS

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**DEALERS CARRY JUST
THE FAST MOVING SIZES**

TENSION-tite screens are made in all standard modular and fractional sizes . . . and are stocked by jobbers located in most areas. Carry the fast-moving sizes, and rely on your jobber for immediate service on fill-in stocks.

Nearly two million TENSION-tite aluminum screens are now in use. Are you getting your share of this attractive screen business?



PRESS DOWN
For easy window washing



PUSH OUT



**Exclusive
GUIDE BAR
SPEEDS INSTALLATION**

Removable GUIDE BAR shows exactly where to place the five screws for a perfect fit. Only tool needed is a screw driver.

- ALL ALUMINUM!
- NO PAINTING—EVER!
- WON'T RUST OR STAIN
- INSTALLED FROM INSIDE WITHIN 5 MINUTES!
- COSTS LESS THAN OLD-TYPE SCREENS!
- NEARLY 2,000,000 NOW IN USE!

Lots of Merchandising Help

Your jobber is prepared to supply you with display material, models, folders, stickers, and other merchandising aids so that you can let your customers know that you carry popular TENSION-tite aluminum screens.

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WRITE OR WIRE TODAY FOR NAME OF JOBBER IN YOUR AREA

RUDIGER-LANG CO.

Factories in Berkeley, Calif., and Toccoa, Ga.

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P. O. BOX 468, TOCCOA, GEORGIA

and Master Mix brands of paints for Sears stores in the Southwest.

BATESVILLE, ARK.: The Mobley Lumber Company, owned by F. F. Mobley and his son, F. K. Mobley, has completed a new milling plant near here on Highway 69. Weekly production runs between 75,000 and 100,000 board feet.

LAKE CHARLES, LA.: The Moulding Supply Company, Inc., has been granted a charter of incorporation. Capital stock was listed at \$100,000.

LANCASTER, PA.: Frederick O. Schweizer, assistant manager of the acoustical department of the Armstrong Cork Company, recently was promoted to manager of Armstrong's building materials division promotion and sales training department. Since joining Armstrong in 1938, Schweizer has served as a salesman with the Pittsburgh office, assistant in the resilient tile floors department and in the acoustical department.

NORTH LITTLE ROCK, ARK.: Katterjohn Concrete Products, Inc., has completed a modern \$300,000 concrete-block plant. The new plant produces many sizes and shapes of blocks.

MIDLAND, TEX.: The Texas Concrete Block Company has opened a plant here to make lightweight Haydite blocks. Capacity is 9,000 units a day. Machine installations were supervised by David W. Wright, son of Architect Frank Lloyd Wright.

Decatur Dip Process Seen as "Outstanding"

Preparatory to adopting the most efficient method of finishing some of its appliance products, the Bendix Division of the Avco Corporation called on the Oakite Products Company, manufacturers of chemical solutions, to name the one factory in the nation which was outstanding in a certain type of metals preparation system.

Oakite officials recommended the Decatur Iron and Steel Company in Decatur, Ala. So two production representatives of Bendix spent Leap Year day (February 29) inspecting Disco's finishing and bonderizing process for steel case-metal windows.

After the inspection and study of the system under the guidance of the Decatur Iron and Steel Company's Plant Superintendent W. M. Walk and Shop Superintendent E. G. Maner, the Bendix production men were most enthusiastic.

Jim Reid, finishing superintendent for the Bendix home appliance division at Clyde, Ohio, said the Disco finishing process was several

years ahead of any similar system he had observed. He explained that he had seen, studied, and operated several modern types of metal preparation systems.

Maurice Tucker, Bendix paint foreman, asserted that the Disco process was compact, efficient, and practical. He will be responsible for the operation of the Bendix appliance department patterned after this Southern installation.

The Bendix men were accompanied to the Decatur plant by Frank Weldon, Oakite sales engineer.

National Gypsum Company Buys Wesco Waterpaints

The National Gypsum Company has acquired the plants, working capital, and good-will of Wesco Waterpaints, Inc. This new addition rounds out National Gypsum's paint line, with Wesco's water-thinned paste paints, dry powder, exterior masonry paints, and interior rubber-base paints.

Wesco plants in Trenton, N. J.; Good Hope, La.; Matteson, Ill.; Berkeley and Los Angeles, Calif.; Seattle, Wash., and Montreal, Quebec, bring the total number of National Gypsum's plants up to 32. Organized in 1906, Wesco has well-established foreign markets.

Vice-President and General Manager C. D. Gifford continues to head Wesco's Pacific operations.

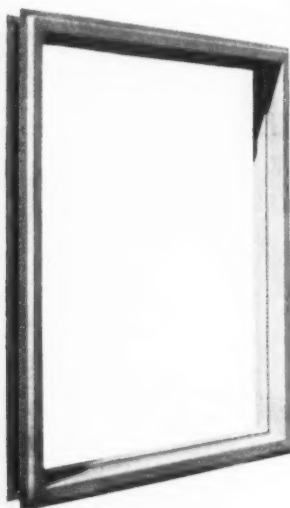
Tests the Fire Resistance of Asphalt Tile

The technical research committee of the Asphalt Tile Institute has released a fire-resistance test recommended for asphalt tile.

This test calls for selection at random of nine 1/8-inch thick, 9x9-inch tiles. They are placed touching each other as in normal flooring installation, on sand over a concrete block. A gasoline torch with 3/4-inch inside diameter flame tube directs a 5-inch-long flame vertically against the center tile for 35 minutes.

The time between the first application of the torch flame on the tile and the point at which the asphalt tile flame extinguishes itself is measured. It should not be over 15 minutes.

The test shows that asphalt tile is one of the safest floorings for fire-prevention, according to C. B. Whittelsey, Jr., managing director of the institute.



The ONE for your Job One-der one-piece metal window frame

One-der Frames work readily with all conventional forms of construction. There is no job-site assembly, no pieces to put together, no finish carpenter labor.

Whatever your job, you will profit by using One-der Frames!

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...quickest, easiest!

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250 SQ. FT. IN ONE 15-LB. ROLL...
25", 33" and 36" WIDE.

TYPE B—
FOIL on both sides,

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*High efficiency without bulk and a perfect vapor barrier
...at much lower cost than most bulk insulations!*

You don't need a warehouse for these convenient rolls, attractively boxed. A customer can walk out with enough for an average-size attic...and do the job himself on his Saturday off.

He gets immediate results in home comfort, too... up to 95% radiant heat reflection in walls, under rafters or over ceiling joists. Reflection works from whatever direction the heat comes...summer temperatures reduced up to 15°, important winter fuel savings.

Here's an over-the-counter seller you'll want to keep going even though military demand for aluminum now limits civilian supply. Call your jobber or mail the coupon. Reynolds Metals Company, Building Products Division, Louisville 1, Ky.

Reynolds Metals Co., Building Products Division
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☐ Nails ☐ Gutters and Downspouts

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Company Name _____

Address _____

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"The Kine Smith Evening Hour" on Television, Wednesdays—Tallulah Bankhead in "The Big Show" on Radio, Sundays—NBC NETWORKS

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Quiet

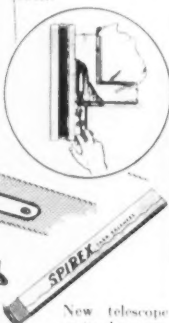
Special SPIREX coating insulates against noise and protects balance from rust. SPIREX gives you quiet operation with years and years of trouble-free service!

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Patented spring construction with separated coils eliminates rasp and friction . . . makes windows slide smooth-as-you-please for the life of the building.

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Tension can be adjusted after balance is installed for perfect lifting power according to sash weight. Requires only 1-5 turns for average sash.



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balances since 1888

New telescope
carton has com-
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Day: Emerson 6474; Night: Exchange 2278

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Phones: Prospect 7211; Lakeside 0701

CALDWELL MANUFACTURING CO.
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DEALERS in the NEWS

TENNESSEE

MEMPHIS: A. E. Jones, 74, president of the Jones Lumber and Hardware Company celebrated his 50th year in business this year. He started to work for the Lee Lumber Company on March 2, 1902, where he worked for 33 years. When the firm closed, he started the Chickasaw Lumber and Materials Company and sold it a year later. For 11 years he owned and operated the Bluff City Lumber Company, until he and his son, A. C. Jones, formed the present company. Some of his customers have traded with him during the 50 years. Jones commented, "I've loved every minute of the lumber business."

NASHVILLE: A new company, Fastner's, has been issued a state charter to sell and distribute construction, building, and industrial materials. Incorporators are J. P. Davis, Maclin P. Davis, Jr., and Hunter Armistead.

MEMPHIS: The Jordan Sales Corporation, a subsidiary of the Jordan Lumber Company, has started shipping lumber and other building materials to large customers in the Mid-South area.

OKLAHOMA

HARRAH: The office building of the Davidson and Case Lumber Company, destroyed by fire December 18, is being rebuilt. The company also has a new manager, Donald Rockser. He took charge after the death of Manager Sam Fitzgerald.

OKLAHOMA CITY: The Roy T. Wileman Lumber Company has been incorporated with capital stock listed at \$30,000.

GEORGIA

HINESVILLE: Jule Dykes, manager of the Dykes Brothers Hardware and Building Supply Company, has opened a supermarket with his brother, Carl, who will manage the new store. The building of the old Dykes Brothers Super Market will be used for a furniture or hardware store.

TEXAS

HOUSTON: Herbert Adey's popularity among his fellow dealers was demonstrated recently when they made him and his new bride the honor guests at a dinner meeting of the Retail Lumber Dealers Association of Houston. He recently married Miss Martha Crosby. Adey has been manager of the Houston office of the Southern Pine Lumber Company since 1931.

DENVER CITY: Ralph Jeter recently sold his lumber business, which he started here last fall. The new owner is Charley Burch, who al-

ready owned the yard property. Jeter announced that he would return to the building and contracting business.

BROWNFIELD: Pat McMillan, manager of the Robert E. Thompson Lumber Company, and Miss Maxine Shirley were married recently. The bride was graduated from the Hot Springs, Ark., High School. McMillan attended Brownfield High School and served in the Navy during World War II.

GRAPEVINE: The Grapevine Lumber Company, Inc., has been sold to Verne L. Carrington, of Denton. The firm has kept the Grapevine name and Billie Mullins continues as manager.

KNOX CITY: Wendell West, who joined William Cameron and Company five years ago, was promoted to manager of the local yard when J. C. Reeder, Sr., retired February 1. Reeder had completed 42 years of service with Cameron.

THORNDALE: The Mutual Lumber Company has bought a plot of ground for a new housing development called Milan Heights. The new homes will be occupied by newcomers to Thorndale who are associated with a nearby aluminum company.

CUERO: The Wagner Lumber Company soon will have new quarters, just opposite its present location. The new building will more than double the company's present storage and display facilities.

ALICE: The Builders Lumber Company recently held a formal opening to show off its new home. The first 2,000 women visitors received orchids. Door prizes included a 10-cubic-foot refrigerator, Bendix washer, and small appliances. The 10,000-square-foot office building is air-conditioned. Jim and Joe Vaello are the owners of the firm, and Travis Cole is manager.

SOUTH CAROLINA

CHARLESTON: The North Charleston Awning and Sheet Metal Company has been sold to Harold Bish and George Dieter of Atlanta, Ga. Former owners were E. L. Little and J. M. Tomblin. The new company now sells Air Flow aluminum awnings in this area.

ABBEVILLE: Henry G. Harris, 24-year-old part owner of the John A. Harris and Son Lumber Company, was nominated in the Democratic primary for mayor of Abbeville. He is vice-commander of American Legion Post No. 2, vice-president of the Jaycees, a past member of the city council, and a member of the Lions club.

LAKE CITY: The S and S Hardware and Building Supply Company was granted a charter to deal in re-

tail hardware, building supplies, and appliances. Ethel S. Singletary is president of the firm.

ALABAMA

BESSEMER: Nathan Offstein, owner of the Marvel City Lumber Company, was burned seriously recently when fire nearly destroyed his warehouse. Of undetermined origin, the fire started about four o'clock in the morning.

LOUISIANA

BATON ROUGE: W. F. Owen and his wife were injured recently in a four-car wreck. Both were hospitalized for lacerations and bruises, but neither was seriously hurt. Owen is president of the Central Lumber Company.

SHREVEPORT: A charter of incorporation has been granted Building Specialties, with capital stock listed at \$200,000.

FRANKLINTON: The Williams Lumber Company is now incorporated to sell lumber. Listed capital stock was \$130,000.

NEW ORLEANS: Edward H. Levitt is new president of the Poydras Lumber Company. Directors also elected Jean L. Demeaux vice-president and John V. Ponsaa secretary-treasurer.

MISSOURI

ST. LOUIS: One of the largest carloads of lumber received here in years arrived recently at the Harrison Lumber Company. It included 10 pieces of timber which weighed 3½ tons each. The timbers were 24x24 inches and 40 feet long. Five such timbers would build an average five-room frame home, containing 1,920 board feet of lumber.

ARMSTRONG: James and Eugene Weathers have bought the Snoddy Lumber Company here from Roy Snoddy. Young Snoddy has managed the company since the death of his father, George Snoddy, and will remain with the new firm. The firm name has been changed to Weathers Lumber and Hardware.

HARDIN: The Hardin Lumber Company changed ownership recently when E. J. VanBuskirk of Kansas City bought the firm from Lumber Product Sales. Ken Kirby continues to manage the firm.

MARIONVILLE: L. H. and L. E. Garrison, Pierce City, Mo., lumber dealers, have purchased the Coleman Lumber Company here. The new owners have greatly increased the stock carried by the firm. Gene Burnett and Earny Russell have remained with the company.

ST. LOUIS, MO: The L. J. Mueller Furnace Company has appointed Ernest C. Brinkman as sales representative in this territory. He received his degree in electrical engi-

**BIG DEMAND FOR
NEW**

Low Cost

**NEW
ALUMINUM
FRAMELESS
TENSION
SCREENS**

*Sealed Tight...
Held by tension.
Exclusive sill bar adjusts
to off-level sills.*



PROFITS FOR YOU!

It's the smart way to cut screening costs, reduce maintenance and add convenience to homes and apartments! Sell these new-type Keystone Aluminum Tension Screens for all double-hung windows! Cash in now—thousands of prospects!

Saves 25 minutes per window in installation time. Easily installed—no heavy frames to cut or fit. No painting—no rust. Adjustable sill bar assures tight fit on uneven windows. Easily replaced screening. Low first cost, low upkeep, neat appearance. Investigate!

Easy to Install



Easy Handling



No Rust—No Painting

KEYSTONE GROWING FAST IN POPULARITY!

North Carolina Distributor says: "Our volume has increased considerably. Builders and consumers find it more economical to install Keystone Tension Screens. Customer satisfaction proven without a doubt."

Tennessee Distributor says: "Keystone Frameless Tension Screens installed in many housing projects in this vicinity. These screens far superior both in quality, appearance and durability to any other type of screen window. Also, most economical."

Georgia Jobber says: "Keystone Tension Screens are most satisfactory. They have certainly gained in popularity. Used on several large housing projects in this territory, and countless thousands of individual homes."

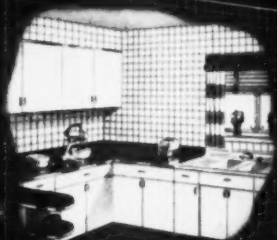
(SEND COUPON!)

Keystone Wire Cloth Co.
Dept. D-15, Hanover, Pa.
Without obligation, send me complete details, prices and discounts on NTS profit-making Keystone Frameless Tension Screens.
Firm _____
Attn. of _____
Street _____ State _____
City _____

*It pays
to push
PRESTILE*



There's a big profit in tileboard! And for new or old homes Prestile is your best bet! It's easy to sell because your customers know the Prestile name. They see Prestile advertised in their favorite magazines... know it is a colorful, smart wall paneling that costs less to install... keeps its bright beauty for years and years. And remember, Prestile supplies you with many important merchandising aids. Yes, in every way Prestile means more profits for you.



PRESTILE

"Its Lasting Beauty is Baked In"



Clip this handy memo to your letterhead and mail today!

Prestile Mfg. Co., 5850 Ogden Avenue
Chicago 50

Please send me free samples and Dealer's Merchandising Kit—"How to Make More Profits from Tileboard."

Your Name _____

neering from Washington University in St. Louis and for two years was associated with a heating-control manufacturer.

STANBERRY: While employees of the W. E. Nance Lumber Yard were working in nearby storage buildings recently, a bold thief took over \$235 from the unlocked safe about 4 p.m. An employee discovered the loss when he noticed coins on the floor.

FARMINGTON: The Ruble brothers, of Bismark, recently purchased a site here at the intersection of Highways 61 and 32 to open a lumber and building supply business.

NORTH CAROLINA

FLETCHER: The Bagwell Lumber Company has been incorporated with capital stock authorized at \$100,000. Incorporators include William Bagwell, Leona Bagwell, and Thomas Bagwell.

REIDSVILLE: Carl E. Rothrock, who operates the Reidsville Building and Supply Company with his father, O. A. Rothrock, was elected president of the Reidsville Rotary Club recently. His father also is a past president of Rotary. Young Rothrock was named "Jaycee of the Year" in 1949, and formerly was president of that group.

KENTUCKY

PRESTONBURG: State Senator Douglas Hays recently sold the lumber firm bearing his name, after 51 years in business. Eugene Hamilton manages the yard for the new owners, the Hamilton Lumber Company.

MISSISSIPPI

CLARKSDALE: Edwin Lusk has joined the M. L. Virden Lumber Company as manager of the paint and wallpaper department. He succeeded E. Y. Robinson, who recently resigned.

AMORY: The C and D Lumber Company has moved to new quarters on Highway 278. D. C. Wood was promoted to manager of the firm.

ARKANSAS

BENTONVILLE: Mrs. Jessie Gilstrap, owner of the Jessie Gilstrap Lumber Company, was guest speaker at a Kiwanis banquet in Lamar, Mo. The affair was a "ladies night" for the Kiwanians and their wives.

FORDYCE: Edward C. Gates has been elected executive vice-president of the Fordyce Lumber Company. Gates' family has long been associated with the Fordyce firm. He was elected a director and vice-president in 1941.

NEWPORT: Marvin Harrelson joined the Arkmo Lumber Company March 1 as assistant manager. He studied engineering and has been associated with several firms in sales capacities.

WEST VIRGINIA

SOUTH CHARLESTON: Walter D. Evans has been elected president of the Evans Lumber Company here to succeed his father, W. A. Evans, who died last December. He also is treasurer. His brother, L. Leslie Evans, is vice-president and secretary.

KANSAS

HAYS: The Victoria Lumber Company, Inc., opened recently on U. S. Highway 40. It is affiliated with the Schwaller Lumber Company in Hays. Ed J. Braun is manager of the new company, and Ed Kuhn is yardman.

COFFEYVILLE: Sam Dixon has joined the Builders Lumber and Supply Company as sales and advertising manager for both the Coffeyville and the Independence yards. Previously Dixon managed the lumber and cement operations of the Long-Bell Lumber Company.

OBITUARIES

ENCIL H. SUMMERS, 64, owner of the E. H. Summers Lumber Company in Stewart, Miss., died in a Fort Lauderdale, Fla., hospital March 8. His firm was one of the largest in this part of Mississippi, owning timber lands in six counties. Summers was a Methodist, Mason, and Shriner. His wife survives him.

CHARLES A. ANTRIM, 89, president of the Antrim Lumber Company, St. Louis, Mo., died March 10. He had been in the lumber business 71 years, and had founded his own firm in 1904.

JOHN F. GRANT, 87, owner of 24 lumber yards in Texas, died March 4. He opened the Bay City Lumber Company in Houston 56 years ago. He leaves a wife, daughter, and three grandchildren.

CHANDLER W. GORDON, 43, president of the Gordon Lumber Company in Asheville, N. C., died February 25 after an illness of several months. He was a member of the Rotary Club and the Appalachian Hardwood Lumber Association, and a deacon in the First Presbyterian Church.

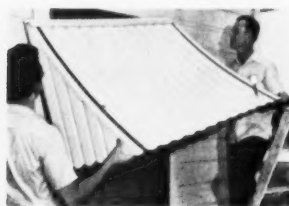
HAROLD B. ROBBINS, 62, vice-president of the Arkmo Lumber Company in Little Rock, Ark., died March 12. He had been with the firm longer than any other employee.

JOHN T. GRANT, 87, one of the founders of the Bay City Lumber Company in Bay City, Tex., died March 4. He moved to Bay City from Ohio in 1895, and mushroomed his lumber business into a chain of about 40 yards. He once was the largest individual retail lumberman in the Southwest. He is survived by his wife and one daughter.

WILLIAM T. HASSETT, SR., president of the Dixie Lumber Company in Hagerstown, Md., died March 12. The vice-president, **BENJAMIN E. REED,** died five days later, March 17.

PRODUCT PARADE

69—Aluminum Awning



Easy assembly and quick installation are features of a new packaged aluminum awning offered by the Childers Manufacturing Company, 3620 West 11th Street, Houston, Tex.

With pliers and screwdriver, an unskilled workman can install an awning or door canopy in about 20 minutes.

Sections fit together to accommodate nearly any size window, including picture windows, without custom tailoring. The white enamel finish is attractive without painting.

Franchises are still open throughout the United States.

70—Kitchen Ventilator

NuTone, Inc., Cincinnati, Ohio, recently introduced a new kitchen fan with a motor and aluminum blade, mounted on a three-point bracket to slip out for easy cleaning. Rubber tips snap snugly over the studs to hold the unit in place. Streamlined grille is held in place by a large thumb screw.

This 8-inch fan can be mounted in

the ceiling or on an outside wall to remove smoke while cooking. Only 3½ inches deep, it fits between standard 16-inch center joists or studs. It comes completely assembled.

Elbow tube and outside-wall cap are available.

71—Hooded Firescreen

The Flexscreen fireplace curtain, made by Bennett-Ireland, Inc., Norwich, N. Y., is now available in a hooded model. The company points out that 75 per cent of all screens now sold are used with hoods.

To simplify installation, the hood, brackets, slide bar, and curtain pull assembly are shipped in a package. Home-owners can install their own Hooded Flexscreen with two screws. "Cool-pull" tabs prevent possibility of burning when pulling the screen curtains apart or closed.

The three sizes are said to fit 91 per cent of all fireplaces. The black or brass finish blends with most interior decoration.



72—Sound Tile Display



Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn., offers a clever display for acoustical tile. It occupies no floor or counter space and is constantly moving—it hangs from the ceiling.

The display includes a sample piece of Acoustilite perforated tileboard and two cut-out display cards, all hanging from the ceiling so that any slight breeze keeps them in motion.

Three other new promotional pieces to help introduce Acoustilite are a counter display box holding two tiles, a colorful poster for walls or windows, and a full-color stuffer.

73—Lightweight Vise

A lightweight carpenter's vise that can be carried easily in an ordinary tool kit is announced by the Columbian Vise and Manufacturing Com-

For Free Information—

We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES. Please send us information on the numbered items checked below:

69..... 70..... 71..... 72.....

73..... 74..... 75..... 76.....

77..... 78..... 79..... 80.....

81..... 82..... 83..... 84.....

85..... 86..... 87..... 88.....

Clip this coupon and mail it today to:

SOUTHERN BUILDING SUPPLIES,

806 Peachtree St., N. E.

Atlanta 5, Ga.

NAME.....

POSITION.....

FIRM.....

MAIL ADDRESS.....



SELL SISALKRAFT every time you sell a bag of cement

SISALKRAFT and concrete go together... so whenever you sell cement... even a bag or two... SELL SISALKRAFT, too! Why?... because SISALKRAFT makes concrete better. Suggest these steps to your customers (1) Cover the fill with SISALKRAFT before pouring concrete; (2) Pour concrete directly on the SISALKRAFT; (3) After concrete slab is "set," cover it with SISALKRAFT to protect and cure it properly.

Tough, waterproof, windproof SISALKRAFT and most building materials go together! Whenever you sell any construction materials, suggest SISALKRAFT, too... for protection. It's easy to sell because its quality and dependability are well known. It makes friends for you... repeat sales... more profits! Has been doing that for decades.

Display SISALKRAFT and SISALATION (the popular reflective insulation that is also a moisture-vapor-barrier)... you'll sell more!

NATIONALLY ADVERTISED TO HELP YOU SELL
For free samples, posters, ad mats, folders and sales aids Write Dept. SB-1.



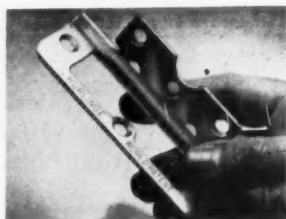
THE SISALKRAFT CO.
205 West Wacker Drive, Chicago 6, Illinois
New York 17, N. Y. • San Francisco 5, Calif.

pany, 9021 Bessemer Avenue, Cleveland 4, Ohio.

This model 655 weighs 2 $\frac{3}{4}$ pounds. It can be fastened to surfaces from $\frac{7}{8}$ to 2 $\frac{1}{4}$ inches thick.

The 5x5 $\frac{1}{2}$ -inch jaws will open to 3 inches. Top jaw gripping surface is 1 $\frac{3}{8}$ by 5 inches, and side jaw surface is 1 $\frac{3}{4}$ by 5 $\frac{1}{2}$ inches.

74—Non-Mortise Hinge



The Hurlinge hinge, made in England, is now being distributed exclusively by the No-Mortise Hinge Corporation, Bound Brook, N. J.

This new design features a smaller leaf that fits into the larger leaf when closed. No recess is necessary. The outer, larger leaf is screwed to the frame, and the smaller, inner leaf is screwed to the door. It is self-aligning and self-gapping.

The Hurlinge hinge is made in bright steel, brass plate, bronze plate, cadmium plate, chrome plate, and prime coat on a bonderized base.

Standard sizes include 2, 3, and 4 inches. Some territories are still open to jobbers.

75—Plastic Sealer

Kwik-Seal, a plastic sealer "for 101 home, farm, and commercial uses," has been introduced by the Armstrong Company, 2411 Swiss Avenue, Dallas, Tex., and 2229 North Davidson, Charlotte, N. C.

This sealer dries with a hard satin-white finish. The tube has an applicator nozzle. It is said not to chip, crack, crumble, or to stain adjacent materials. It can be painted as soon as it is dry.

Write Armstrong for details of a plan for introducing Kwik-Seal to dealers, with six tubes free.

76—Colored Wood Stains

The Martin-Senour Company, Chicago, Ill., has introduced 350 shades of wood stains in various colors to replace the traditional blonds and browns.

The blues, greens, violets, and other hues are expected to offer greater variety of interior and exterior home decoration. Doors and woodwork can be stained, rather than painted, to harmonize with interior color schemes.

The stain formulas are coordinated with Martin-Senour's Nu-Hue system of mixing paint colors by prescription to permit wider color choice with low dealer inventory.

77—Tool Display Table

Stanley Tools, New Britain, Conn., announces a new permanent merchandising display unit for its popular-priced Defiance line of carpentry tools. It is made of wood with metal trim and fits the top of any standard island table.

Labeled the Economy Tool Table, this island fixture contains a spot for all Defiance tools, a complete department in itself. It measures 57 inches long, 22 inches wide, and 36 inches high.

78—Rotary File Cabinet

The Wassell Organization, Inc., Westport, Conn., has introduced a new filing system to save time and operator's energy.

Made in several styles for different installations, the circular file holds trays of file cards that are brought into view as the file is easily turned by the user. It will fit under a table or desk with an opening for access to file trays.

Desks or tables can be placed beside a rotary file. Under any system, the file clerk is seated and spared the usual stooping and pulling out of heavy drawers.

Multiple tiers of rotary files can be installed.

79—Electric Gluing Unit



The United States Plywood Corporation, 55 West 44th Street, New York 18, N. Y., announced a new portable high-frequency electric gluing unit. It requires a normal 110-volt current.

This unit actually "spot welds" plywood wall panels in a few minutes, eliminating nails. It is said to permit use of $\frac{3}{4}$ -inch

plywood paneling in place of $\frac{3}{4}$ -inch-thick panels.

Nails or brads hold the panels in place while the glue sets. An alternate method is to nail plywood sheathing to the studs and then glue the $\frac{3}{4}$ -inch hardwood plywood to this sheathing.

80—Glare-Reducing Glass

Pennvernon Solex is a new flat-drawn sheet glass made by the Pittsburgh Plate Glass Company, 632 Duquesne Way, Pittsburgh, Pa.

It has the same heat-absorbing, glare-reducing characteristics of Solex, a plate-glass introduced last December. It absorbs harmful sun rays. It is said that a room glazed with Pennvernon Solex is 10 to 20 degrees F cooler than a room with ordinary window glass.

Made in a thickness of 7/32 inch,

**MYER-LEE
DISAPPEARING STAIRWAYS**
A NEW EASY WAY TO YOUR ATTIC

USE YOUR ATTIC
FOR EXTRA ROOM

DEALERS

Increase
Your
Stairway
SALES
and
PROFITS

SHIPPING WT. 85 LBS.
APPROVED BY F. B. I.
PATENT NO. 2506380

Completely mechanical—no lifting.
Rigid! Safe! Wide
stringers — Wide
treads. 2-Panel ply-
wood door — Perfectly balanced.

SELLS FASTER

WRITE FOR COMPLETE DEALER INFORMATION.

FOLDAWAY STAIRWAY COMPANY, INC.
813 SEABOARD STREET PORTSMOUTH, VA.

\$4.74 RETAIL VALUE FREE!
SEE YOUR JOBBER NOW

ARMSTRONG KWIK-SEAL
SATIN WHITE
BIG 6-OUNCE TUBE
SUGGESTED RETAIL 79c

ADHERES TO ANY SURFACE

MAKE 43% PROFIT

Two attractive Arm-
strong (low cost to you)
Deals are now ready.
With each Deal you get
FREE a display carton of
KWIK-SEAL. Here is an easy
way to make EXTRA money
on standard items. But offer
is limited — so hurry! If
your jobber can't supply
you, write us at 4065 S.
LaSalle Street, Chicago 9
for details.

101 HOME
USES

Free!
6 TUBES IN DISPLAY CARTON

Kwik-Seal is put up in 6-ounce tubes
and packed six tubes in this colorful
counter display carton. No competitive
product is like Kwik-Seal. It invariably
sells on sight!

**THE ARMSTRONG
COMPANY**

DETROIT 17 CHICAGO 9 DALLAS 1
RICHMOND, CAL. CHARLOTTE, N.C.

EST. 1910
HIGHEST QUALITY

**DEALERS
Everywhere
SAY
Gate City
WOOD
AWNING
WINDOWS**

are Easier
to Sell and
More
Profitable
to Handle!

And Here's Why!

SALES APPEAL

A sample demonstrator on your
floor is attractive to customers
...practically sells itself!

DEALER AIDS

Advertising literature, sales
promotion material, radio and
newspaper ad-mat service --
plus monthly direct mailings to
local architects and builders--
stimulates demand.

**ALWAYS
AVAILABLE**

Wood is plentiful and 40-year-old
GATE CITY experience and
production facilities are geared
for prompt delivery.

**NATIONALLY
ADVERTISED**

Attractive advertisements ap-
pearing regularly in many Trade
Journal and Consumer publica-
tions create a demand. Local
inquiries are referred to dealers.

**ECONOMICAL
TO HANDLE**

The completely assembled
(packaged) GATE CITY Awning
Window means one delivery to
the job--less storage space
required. 75% of requirements
is filled with only 3 out of 60
stock sizes.

POPULAR

No other window harmonizes so
perfectly with modern architec-
tural functional design for all
types and every style of building.

GATE CITY SASH & DOOR CO.

"Wood Window Craftsmen Since 1910"

P.O. Box 901, Fort Lauderdale, Florida

MAIL THIS COUPON TODAY AND GET FULL PARTICULARS

GATE CITY SASH & DOOR CO., P.O. Box 901, Fort Lauderdale, Fla.

Gentlemen: Please send me complete information
on Dealer offer for GATE CITY Awning Windows.

SBS-4

Name

Address

City State

WHY SELL ONE



WHEN 3 SELL BETTER



Triple your chances of making a sale by stocking all three Cortland Brand Insect Wire Screenings. Preferred by homeowners because it comes in three popular price ranges, gives years of service, insures a better screening job. Meets U.S. Department of Commerce, National Bureau of Standards' specifications. In 18 x 14 mesh, 24" to 48" widths, 100 linear foot rolls. Extra wide widths also available.

Due to material shortages, you may not be able to get immediate delivery on all types of Cortland Brand Wire Screening. However, place your order now — we'll supply your jobber as quickly as we can.

Cortland GRAY-WICK Popular all-purpose wire screening. Doubly protected against corrosion by electro-zinc galvanizing and "glare-proofed" enameled finish.

Cortland BRONZE Rust-resistant. Unaffected by weather, salt air, acids, gases. Stronger, longer-lasting than copper screening. Bright or dark bronze "antique" finish.

Cortland ALUMINUM Won't rust or stain because it's made of aluminum clad wire. Strong and durable. Weighs less than half as much as steel insect wire screening.

FREE MERCHANDISING KIT!

Contains colorful streamers and folders to identify your store as Wire Screening Headquarters. Also Poultry Netting, Nail and Brad window streamers. Send for your kit today!

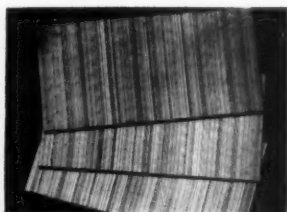


- POULTRY NETTING
- HARDWARE CLOTH
- NAILS & BRADS

WICKWIRE BROTHERS, INC.
Cortland, N. Y.

the new sheet glass is available in sizes not to exceed 15 square feet. It has a greenish tint.

81—Striated Siding



The Flintkote Company, 30 Rockefeller Plaza, New York 20, N. Y., has added a new striated embossed design to its line of asbestos-cement sidings. Called Stri-Color, these siding shingles are finished in Flintkote's new Dura-Shield. This coating makes the shingles more water-repellent and stain-resistant and gives them a smooth, lustrous look.

The new siding shingles are made in brown, green, and gray.

82—Formula-Mixed Paints

The Glidden Company, Cleveland, Ohio, has announced the new Dramatone system of mixing color shades by formula from Spred Satin latex-base paints. This new system enables customers to enjoy the ease of application, fast-drying, and washability of latex emulsion paints in a complete color range, according to Glidden.

Under the Dramatone system, only 23 colors are used. After buying paints in containers designated by the formula, the customer merely pours the contents together and mixes them.

As a merchandising aid for dealers, the company offers a 30-inch-square chart of the 180 colors available and an unusual color merchandising book. A color harmony book suggests over 4,800 color combinations.



83—Wide Flange Tile

The Wood Conversion Company, First National Bank Building, St. Paul, Minn., has added to its line of insulation board products a new wide-flange stapling tile.

This Nu-Wood tile is made in sizes of 12x12, 16x16, 12x24, 12x24 cross-scored, and 16x32 inches. Designed for clip or staple application, it is 1/2 inch thick and has a Sta-Lite finish.

84—Farm Tarpaulins

The Wenzel Tent and Duck Company, Paul at Chouteau, St. Louis 4, Mo., offers Eagle tarpaulins for farm and other uses.

Made of genuine cotton duck, they are double-sewed throughout the seams, hems, and corners. Rust-proof grommets offer secure tying spots without danger of tearing the canvas. Rope is sewn in the hem for further protection and strength.

The Wenzel company points out that seven out of 10 farmers use tarpaulins. Write for dealer information.

85—Paint Roller Display



The Wooster Brush Company, Wooster, Ohio, has introduced a new merchandising floor display for its Roll-On line of paint rollers.

Requiring only slightly more than one square foot of floor space, this display serves at the same time as a storage unit, holding the rollers on its sides.

As an introductory offer to dealers, the display is given with an order for its contents. It holds a dozen Roll-On painter combinations, 12 replacement covers, and six complete Roll-On painters—offered in deluxe mohair, dynel, or lambswool or a 50-50 combination of any two.

86—Attic Fan Display

The Hunter Fan and Ventilating Company, 400 South Front Street, Memphis, Tenn., has introduced a floor display unit for dealers to use to demonstrate attic fans. The customer can start the fan, see the shutters open, and feel the result.

The display also demonstrates the Hunter fan's quiet, vibration-free operation. Hunter is offering these



\$25 displays on a special "five-cent offer."

Dealers buying two or more Hunter package attic fans get both the stand and a \$24.95 Hunter 12-inch oscillating fan at this price.

87—Plastic Tile Molding

The S and W Moulding Company, 980 Parsons Avenue, Columbus, Ohio, now makes a matching cap for use above plastic wall tiles.

This marbled bull-nose cap is a tile-and-a-half long. The cap was introduced previously in plain colors. Matching corners also are offered in all colors to match tiles.

A new dealer display is available to show the effects of bull-nose cap, tile corners, and feature strip. This displayable corner board is 14 by 20 inches.

88—Paint Color Selector

The Martin-Senour Company, 2520 South Quarry Street, Chicago, Ill., has developed a clever new folder that helps customers "try on" colors on their walls, called the Nu-Hue Color Visualizer.

A living room scene is printed in black on cellophane. Behind this picture, the inside of the folder is slotted to hold various color chips of paint so that a different color can be tried on walls and ceiling with various colors in the drapes, rug, and sofa.

Children's Radio Program Teaches Good Tree Farming

A new series of children's programs dealing with forestry and tree farming was started by the Mutual Broadcasting System on March 1. The 13 educational programs are called "Adventure on Thunder Hill."

The story is built around adventures of a little tree called Peter Pine. The 10-minute programs tell how Peter Pine grows to maturity on a tree farm and how wise management increases land value.

The education division of American Forest Products Industries, Inc., prepared the programs.

Seasoned Lumber on TV

Advantages of seasoned lumber were featured on television recently when New Orleans station WDSU-TV presented their sustaining program "Your Best Buy."

Ann Winters showed two boards—one dressed when green and one dressed after seasoning. She demonstrated how the piece of green lumber had shrunk and how the

seasoned piece had kept its dressed size and shape. Driving nails into two pieces of wood—one green and the other one dry—Miss Winters showed the difficulty in removing the nail from the dry lumber, thus portraying the quality of nail-holding power in seasoned lumber.

In showing how good lumber used in home construction outlives many generations, Miss Winters displayed a piece of Southern pine which has been a part of the White House for 133 years.

Forestry Committee for S. C.

South Carolina has formed a statewide Forest Industry Committee to promote tree growing and to improve timber protection.

The committee is made up of 21 men representing all types of wood-dependent firms.

Chairman J. E. McCaffrey commented that after three centuries of constant use, South Carolina's forests still grow more wood than is used. But forest fire losses, insect damage, and tree disease offset that favorable growth ratio.

ADD-A-ROOM With The BESSLER DISAPPEARING STAIRWAY



Your
Choice
Of 7
Models

Install a Bessler Disappearing Stairway to provide a convenient means of gaining access to the upper story. Simplicity itself to operate and install, neat in appearance and strongly built. A practical and satisfactory modern space-saver.

Our
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market for
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Takes up no space
in the room below.
Folds up into
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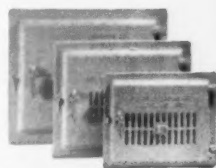
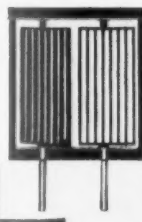
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INCINERATION

The Real Answer

Cheap gas for home heating is bringing a disposal problem for a great number of households that, under previous conditions would have burned refuse in the coal furnace. . . For new homes, this creates an imperative need for a dependable incinerator built in with hopper door in the kitchen. For the older home that has converted to gas, there are several types of incinerator solution, all described in Donley literature.

Give your mason customers the added service of Donley Incinerator parts, Donley plans and instructions. Eight specifications provide for everything from small cottage to large apartment or industrial plant. Donley hoppers, grates, doors, gas burners, etc., are of advanced and practical design, with dependable quality. Write for booklet.



The Donley Brothers Co.

13902 Miles Avenue
Cleveland 5, Ohio

PLANNING NOOK

(From page 36)

home is to be divided and what materials are preferred, the company's draftsman draws up the set of plans. Even if the customer finds a suitable plan among the blueprints or a home-plan book, it usually needs changes to fit the lot or some whim of the owner.

Like most building supply firms that offer a drafting service, the Trenton Lumber Company has an understanding with its customers that there is no charge for drawing plans if the company supplies the bill of materials for the house. Fred Griffith has drawn Trenton's plans for the last seven years.

Once the plans are drawn and material and cost estimates made, the company calls in one of the local contractors. By throwing business their way, the Trenton firm finds that the contractors come back to them for materials for their other jobs.

Even though many people seek help from Trenton employees with their construction problems, the company men are constantly on the lookout for building prospects.

One service that brings in prospects and creates good-will at the same time is the distribution three times a year of a magazine called *Small Homes Guide*. This is

given to contractors, builders, architects, and any customer a Trenton employee thinks is planning to build.

This attractive 12½x8½-inch magazine has a full-color cover and sells on the newsstands for 35 cents. "This price is printed on the front cover," Jones said. "This emphasizes the fact that the recipients are getting something free—which appeals to anyone." In quantity, this magazine costs dealers 17 cents a copy.

Also printed on the front cover is the Trenton Lumber Company name, address, telephone number, and the phrase "Another Trenton Service."

This magazine has become so popular that many people stop in and ask for it when they know it is about time for another issue to come out. It also is left in places where people, while awaiting services, pick up a magazine to read—in doctors' offices, beauty and barber shops, FHA offices, and banks. The Trenton firm has exclusive rights for distributing the *Small Homes Guide* free in the Jackson area.

Articles in the magazine cover home design, finance and insurance, construction, equipment, and decorating and furnishing. Each issue includes about 200 pages of such articles, home plans, and elevations.

A mimeographed message, that always lists the brand names of Trenton's better-known products, is inserted into the magazine just inside the cover. A Chrysler Corporation vice-president who was given a copy of the magazine while visiting in Jackson promptly wrote back for two more copies!

To encourage remodeling and repair, Jones sends out a clever booklet twice a year to home-owners. Published by the Celotex Corporation, it contains sketches of various rooms and house and store exteriors, with a list of improvements to be checked by the owner if needed. "Its chief value is putting ideas into their heads," Jones commented.

The lists suggest such improvements as Insulate Water Heater, Playthings Cabinet, Laundry Dry Rack, Storage Wall, Sound Deadening, Stair Handrails—improvements that the owner might not think of without the suggestion. Many of these improvements are small and inexpensive. But, added together, they really boost Trenton's remodeling volume!

One of the best sources of home-

building prospects in Jackson is the *Daily Credit Journal*, a mimeographed bulletin issued by the Credit Bureau of Jackson. This lists the sale of all property and transfers of deeds of trusts, building permits, and suits filed. At least eight Trenton employees, including Manager Jones, reads this bulletin each day.

"Frequently one of us catches an item worth following up that another might miss," Jones said. "If a contractor who usually buys from us gets a building permit, we call him up to see what he is building. When someone buys a lot, we check to see how soon he plans to build, whether we can sell the contractor materials in case a family already has planned their home that far."

The Trenton Lumber Company has been located at the same downtown section of Jackson for 25 years. The lumber yard is maintained in a less crowded part of town, but the firm has plans to find a larger location for its main office and store.

Research Proves Foundation Need Not Be So Deep

Deep foundations under the perimeter of houses are not necessary for adequate support, according to C. W. Smith, director of the Housing Research Foundation of the Southwest Research Institute.

Eighteen months of research study indicate that perimeter foundations or grade beams contribute little strength or stiffness to structural floor slabs laid on grade. The strength increases in proportion with the center depth of the slab.

In making these tests, the research institute developed a new technique. It used model slabs of various designs built to the scale of one inch to the foot.

WEL-BILT FOLD-A-WAY STAIRWAY



- SAVES SPACE
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- ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

Wel-Bilt Stairways come assembled. THEY ARE easy to install at little expense, and easy to operate.

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FOR SALE OR LEASE

Retail lumber yard combined with new and used plumbing. Located in West Virginia in a metropolitan area of 75,000. Business doing nice volume. Owner is ill and wants to sell or lease. Box No. 26, Southern Building Supplies, Atlanta 3, Georgia.

CONCRETE BLOCKS

(From page 41)

yard can easily hold 25,000 blocks.

Among the sizes he now makes are the standard 8x8x8, 8x8x16, and 4x8x16 units, and also 1/4 and 3/4 size blocks for breaking joints. The Bedgood formula for such concrete masonry units combines 700 pounds of granite screenings and one sack of cement to mix. This quantity produces 23 blocks of 8x8x16 size.

One of the handiest parts of the Bedgood block plant is something that he and his son and active partner, Randall Bedgood, figured out and had a local steel shop to fabricate. It is a metal tank in which a wheel is revolved manually in a vertical direction to dip the costly metal block-holding pallets in oil. Each pallet must be cleaned in this manner to yield a quality block in each molding operation.

The growing use of concrete blocks for curtain walls and for exterior walls for houses is due to four major factors, according to Dealer Bedgood:

1. Lower cost in relation to some other types of exterior wall materials.

2. The development of new effects that result in more attractive wall finishes and designs—particularly tinted waterproofing coatings.

3. The development of faster techniques in laying up block walls without mortar.

4. The use of lightweight aggregates in blocks, which permits considerable savings in building weight.

"Concrete blocks are fire-safe, decay-proof, and rodent- and termite-proof, when well made and cured," Bedgood continued. "For commercial and farm construction, they offer economy in both initial building cost and in maintenance. Barns made of concrete blocks are easily kept clean and sanitary because of their washable surface."

At Savannah in April, Bill Bedgood will complete his second year as president of the Building Material Merchants of Georgia. A native of Harrison, Georgia, he formed his own dealership in 1937 after 17 years of service with the millwork division of the R. L. Moss

Manufacturing Company in Athens.

Bedgood and his wife have four children. He is a past-president of the Athens Rotary Club and has been treasurer of the First Baptist Church in the University of Georgia city for 23 years. He is an active member of the Elks Club. His hobbies are watching college football and baseball games.

The secret of being a successful building supply dealer, Bedgood contends, is "knowing cost and how to sell at a sure profit."

Association Reviews Wood Preservation Progress

Fourteen papers will be presented by leaders in the field of wood preservation at the Hotel New Yorker, New York City, April 21-22 at the 48th annual meeting of the American Wood-Preservers Association. Some 800 members and guests are expected to attend.

Also on the program will be reports of activities during the year by the committees on preservatives, methods of treatment, utilizations and service records, and information and technical development.

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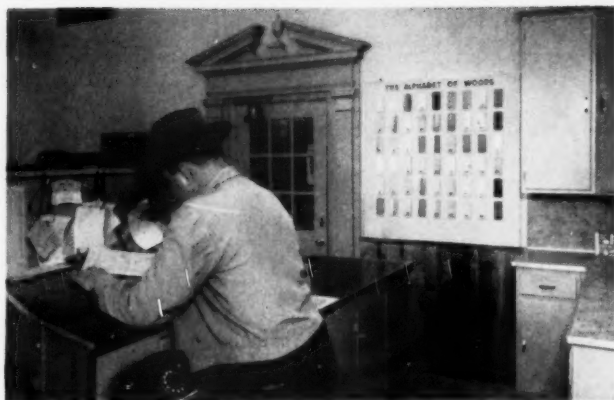
(From page 37)

holds 30 doors, side by side. It is eight feet high, seven feet wide, and three feet deep. The fixture is really a shallow box with slotted tracks in the ceiling and floor to hold the doors so that they slide in and out for inspection. Waist-high brass handles are used to pull out the doors. Eye-level letters and numbers key the doors to a wall chart that lists the price and further information.

We have extended our door line considerably due to this space-saving convenience. We have added five screen door models. Many customers who rarely thought about doors before like to pull out the door samples and look. If they aren't interested in them now, we feel sure they will remember us first when they do need a door.

This fixture was built in our own woodworking shop. As a contrast to better show off the polished woods of the doors, the fixture is painted a flat gray-green.

Large letters on the fixture say "DOORS," just like other depart-



Other display ideas incorporated in Darden's modernized store—and also suggested by material in his idea file—are seen here. Hanging on the wall is a chart of wood samples so that customers can compare them for a selection. The slanted-top work counter is high enough for convenient figuring without bending over. The kitchen cabinet display does double duty—it also holds hardware.

ments are labeled, so that at first glance a customer may be guided to the material he is interested in.

Most of us are guilty of saying, "I don't have the time to read the industry's publications"—and this may well be true. But there is no reason why an alert lumber dealer can't take these publications home, thoroughly peruse them, and extract the most benefit from them.

The mere act of getting out the idea file frequently to place in it new clippings means that it receives almost daily attention. We have used clippings as much as four or five years old to set up new pay systems for our employees, to simplify tax reporting, and even to improve our paint inventory control system.

All of our industry magazines are compilations of the best ideas that turn up in various parts of

the country. As such I think that they are well worth reading and heeding whenever they can benefit our operations and practices.

Enough for 275 Houses

Four insulation board machines in International Falls, Minn., now produce 1,275,000 square feet a day. This new figure was reached with the recent completion of the modernization of machine No. 2, which had been idle since December 17, 1951.

This block-long machine can now produce over 300,000 square feet of Insulite a day—enough to build 275 average-sized houses.

Machine No. 1 dates back to 1914, when the Minnesota and Ontario Paper Company pioneered in making insulation board.

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FOLDING STAIRWAYS

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Finish
Ad Dimensions
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YELLOW POPLAR
RED CEDAR CLOSET LINING

A great favorite with builders of
Southern homes...the *Ideal*
KITCHEN



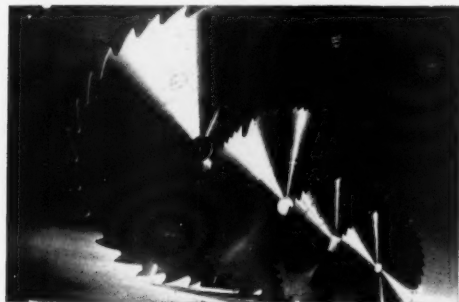
Southern builders have long been sold on the IDEAL Kitchen. Its feminine appeal...work-saving features...adaptability of arrangement...and quality construction have made the IDEAL Kitchen a steady seller for generations. Cash in on this popular demand...feature, display, and sell famous IDEAL Kitchens.

ASK YOUR
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FITS WINDOW with or without weatherstripping.

POSITIVE LIFTING POWER provided by highest quality coil spring.



TWO TYPES OF ATTACHING BRACKET—Tension is applied *DURING* installation by winding hinged bracket arm (on "L" type); *AFTER* installation by turning tensioning screw on both "L" and cup types.

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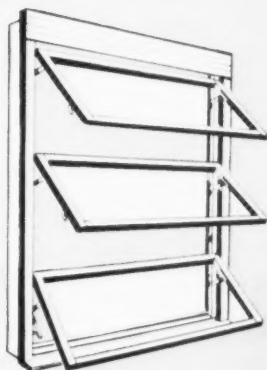
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- PATENTED AUTOMATIC SELF-LOCKING on full weatherstripping
- EXTRA SAFETY-LOK doubles security
- FRESH AIR NITE-VENT ventilation plus protection
- ROTO-TYPE OPERATOR...no interference with drapes or blinds
- PERFECT VENTILATION...even while it's raining. Opens widest — to almost 90°
- PRACTICAL BEAUTY narrow, graceful lines
- CONCEALED HARDWARE...no unsafe, unsightly mechanism
- FINGERTIP CONTROL...precision built, rustproof, self-adjusting
- EASIEST TO CLEAN...outside from the inside, top sash tool
- INSIDE SCREENS AND STORM SASH just flip the clips to change

Put an **Auto-Lok** sample on your sales floor.

A 3-minute demonstration will convince you that AUTO-LOK SELLS ON SIGHT!

And — the greatest national advertising program in wood window history is under way to help you sell AUTO-LOK.



MAIL THIS COUPON TODAY

LUDMAN Corporation
Box 4541, Dept. 584, Miami, Florida

Please send me, without obligation, the booklet, "WHAT IS IMPORTANT IN A WINDOW" and complete information on the Ludman Products checked here:

- ☐ Auto-Lok Wood Windows
- ☐ Auto-Lok Aluminum Windows
- ☐ Window-tite Glass Jalousies
- ☐ Window-tite Jalousie Doors

I am a... Dealer ☐
Builder ☐
Architect ☐
Other ☐

Name _____
Address _____
City _____ State _____

LUDMAN LEADS THE WORLD IN WINDOW ENGINEERING

ASK JACK HARDING WHY HE FEATURES LUMITE*

SARAN SCREEN CLOTH

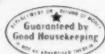
*Registered trade-mark

"Longest-Lasting Screening! you can buy!"



MR. JACK HARDING
Harding Hardware Co., Rowayton, Conn.

**Sales-powered by the
hardest-hitting advertising
in the industry!**



Ask your wholesaler for
FREE LUMITE SALES AIDS!

LUMITE DIVISION

Chicopee Mills, Inc., 40 Worth Street, New York 13, N. Y.

Here's what he'll tell you:

"Take a look at the LUMITE BOX SCORE—you'll see why LUMITE screen cloth is way at the head of the class!

"And LUMITE has a 'handle' that makes it *easy to feature*—'THE LONGEST-LASTING SCREENING YOU CAN BUY!' Try and beat that for a feature story!

"LUMITE gives you the two things you need to make your cash register sing out loud—a stand-out product and a stand-out sales-story. It's not surprising that I sell a lot of LUMITE!"

HERE'S THE INFORMATION YOU'VE BEEN WANTING!

LUMITE BOX SCORE

Compare Lumite with others, feature by feature, and you too will feature the features of Lumite!

| | LUMITE | METAL "A" | METAL "B" | METAL "C" |
|---|------------------|-----------|-----------|-----------|
| Resistance to weather (weathering tests) | longest-lasting* | | | |
| Resistance to blows (impact tests) | strongest | | | |
| Can it rust, pit, oxidize or corrode? | NO | YES | YES | YES |
| Harmed by humidity, salt air, smoke or fumes? | NO | YES | YES | YES |
| Can it cause stains? | NO | YES | YES | NO |
| May it need protective painting? | NO | YES | YES | YES |

LUMITE is ideal for every exterior use!

*Under the worst exposure conditions.